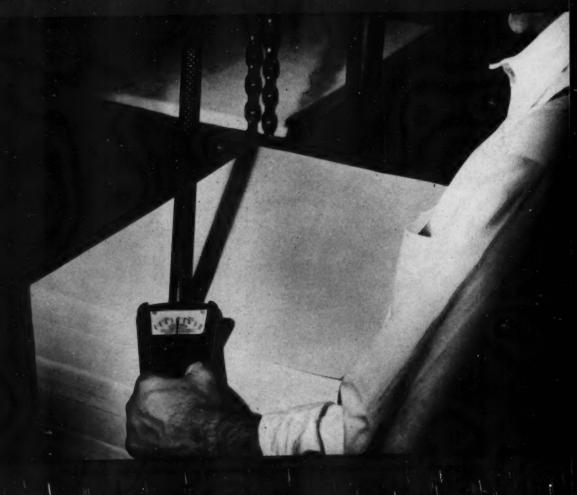
Modern

LITHOGRAPHY

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Fotosetter composition is ideal for BOOKS

CHAPTER V

THE FOTOSETTER photographic line composing machine permits new, step-saving methods in the production of books by offset or letterpress. You can Fotoset complete pages . . . running heads, text, bold or mixed lead-ins, folios, spacing . . . everything on this machine. This composition on film is ready for stripping into press forms for offset or for making magnesium or zinc plates for letterpress. This efficient method saves work, saves time . . . eliminates shipping and storage of heavy metal forms or plates.

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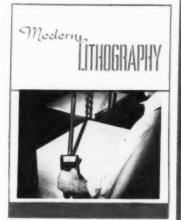


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THE COVER

The "sword" gives you the moisture content of paper in the middle of a skid. It is only one of many instruments, measuring devices and controls which are aiding lithographers in producing quality work. Five pages of illustrations of these instruments begin on page 34. (Photo by Russell C. Aikins, courtesy Lithographic Technical Foundation.)

ROBERT P. LONG

JOHN A. NICHOLSON Advertising Manager

> CHICAGO OFFICE 333 North Michigan Ave.





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MODERN

LITHOGRAPHY

VOLUME 20. NUMBER 8

Reg. U. S. Pat. Office

AUGUST, 1952

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MODERN LITHOGRAPHY, August, 1952

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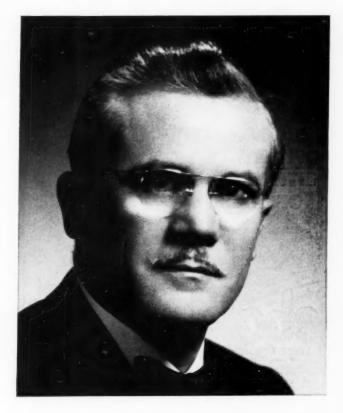
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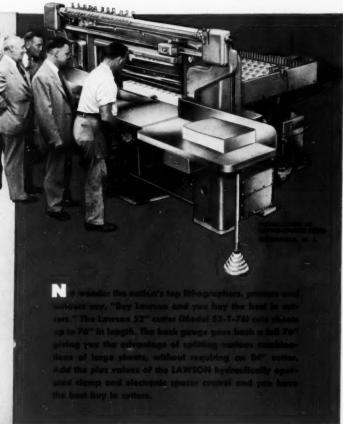
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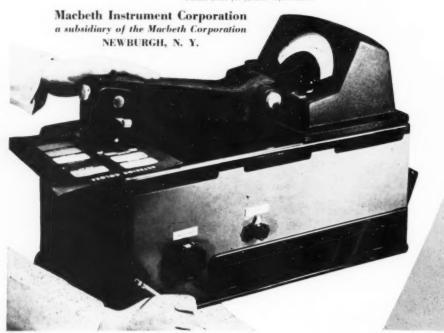
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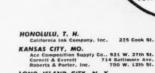
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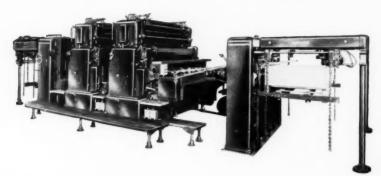
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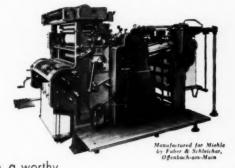
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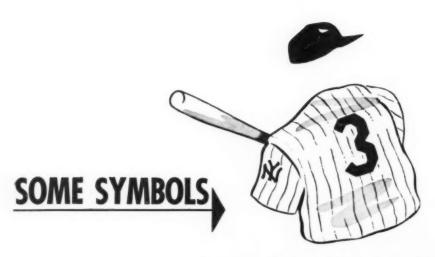
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MODERN LITHOGRAPHY, August, 1952



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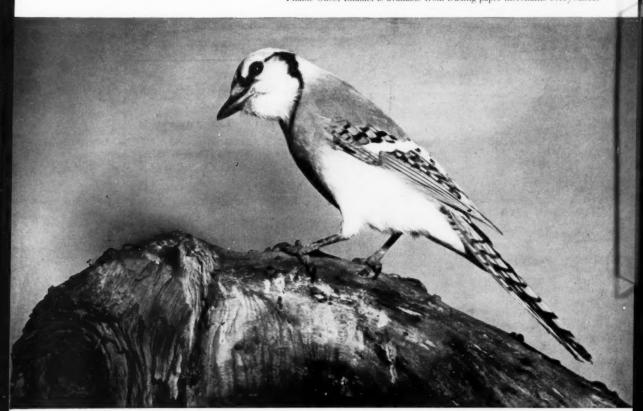
If there's a question

If there's a question about paper, use Pliable Offset Enamel on your next jobit is the utility sheet of offset enamel just right for the average job where quality results and production economy must run hand in hand.

Smooth and pliable surface, high brightness, improved ink receptivity, good strength and uniformity are built into Pliable Offset Enamel. These many end use values lend themselves ideally to the offset process and will help you produce better offset work for less money.

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Blue Jay, photographed by Allan D. Cruickshank

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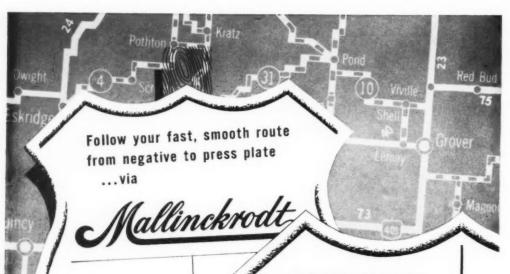
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FROM FOREST TO FINISHED SHEET

St. Regis exerts close control of quality. With its own forests, complete paper making facilities, and varied connects, St. Regis Paper Co. has what it takes to produce . "fine paper for fine printing"

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You get plenty of mileage ... no time-waisting detours ... with these smooth-running Mallinckrodt teammates. Try them next time and see how much smoother they make the trip from negative to plate!

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Solubility tested and controlled according to recommendations of the Lithographic Technical Foundation.

Flakes don't clump together in cheesecloth.

Dissolves quickly, completely... practically no insoluble jelly or hardened egg white. No offensive odor or messy yolk.

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Uniform, free-flowing, non-caking crystals . . . easy to handle and weigh. No fine, dusty particles.

Makes brilliantly clear, unclouded solutions.

No pinhole-forming sediment or scum even
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Assures maximum sensitivity of your smooth, tough plate coatings.

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Manufacturers of Medicinal, Photographic, Analytical and Industrial Fine Chemicals

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Your rollers and blankets are just a small part of your investment in your plant ... To get the most out of your expensive machines and valuable men, isn't it wise to buy the finest rollers and blankets?

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RAPID ROLLER COMPANY

M. RAPPORT, Pres. Federal at 26th Street CNICAGO 16

Mark-up on Materials— Compensation for your Salesmen

Several lithographers have asked us to find the answers to the questions below so they can determine whether they are using reasonable percentages in their particular firm.

We believe that the answers to the questionnaire below, tabulated without identifiction, and returned to the companies who cooperate will be most interesting.

1—Do you use budgeted all i production standards in a		rly rates app	lied to your own
2—Do you use some other in standards in your plant?			
3-What percentage do you	mark up		
(a) Paper		percent on	
(d) Outside Purchas			
4—What rate of commission of		,	en? ent on ————
5—On what item in the estim	ate is this c	ommission fi	gured? on gross
6—Do you pay a salesman entertainment expense? If these items.			
7—Do you pay your salesmen (Appreciate your full and			

If you desire to participate in this survey please either tear off and fill in this page or send us your answers on your letterhead. All information will be held in the strictest confidence, the composite returned to you will not identify any company.

Remember the 20th Annual Convention of the NAPL, Nov. 5 - 8, Hotel New Yorker, New York City.

NATIONAL ASSN OF PHOTO-LITHOGRAPHERS

317 WEST 45th STREET NEW YORK 19, N. Y.

Can you give us a repeat run <u>exactly</u> the same as that?

You bet we can! This job is on Whippet Bond!



You can give your customers re-orders that match on this fast-running, low-cost Hammermill paper!

Whether the repeat run is big or little, you can assure your customers of matching appearance when you use Whippet Bond. That's true because this Hammermill paper is made to definite standards of uniform surface, uniform bulk, uniform printing qualities . . . so that you can depend upon its remaining consistent.

Whippet Bond colors, also, are consistent from run to run. (There are six colors and a bright white to choose from.) These colors are given regular check-ups by the spectrophotometer—the modern photo-electric wizard which Hammermill uses to keep good colors uniformly consistent.

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A HAMMERMILL PRODUCT

MODERN LITHOGRAPHY, August, 1952

a new HIGH in fast, uniform graining ... a new LOW in maintenance costs ...



synchronized center drive and planetary ball-bearings-exclusively

complete information and quotations on the size machine you need.

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OXY-DRY OXY-DRY SPRAYER CORP.

320 So. Marshfield Ave., Chicago 12, III.

 More uniform graining increases number of times plates can be regrained.

Necessary controls and motors furnished, with drip-proof and rust-proof housings.

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Mead papers are the cornerstone of printing and lithography, from the simplest jobs to the most elaborate. Remember this famous trade-mark. It represents the diversified and standard Mead brands of popular printing papers.

Your printer or lithographer-and, behind him, America's leading paper merchants-will tell you that you can specify Mead Papers, including D&C coated papers and Wheelwright bristols and covers, with every assurance of getting the finished results you want, at the price you want to pay.

Don't stand on ceremony. Just say "Mead Papers" to your printer or lithographer when you order your next job, however small or large your budget. They're made with his and your needs in mind. They mean business!

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MEAD OPAQUE

If a job calls for a lightweight paper and If a job calls for a lightweight paper and exceptional epacity and whiteness, MEAD OPAQUE is the answer. Sized for offset lithography, it is ideally suited for letterpress as well; and one look at its mellaw volum finish will suggest its almost limitless uses. MEAD OPAQUE is watermarked, and comes ream-wrapped in certons, bond or book sizes. Write for samples.

What does it cost you to STOP A PRESS?

Never underestimate the importance of ink in keeping the presses rolling.

Kienle Inks are *Up-to-Date Inks*, formulated, tested and manufactured under the most rigid laboratory controls to meet the current demands. They assure high tinctorial strength, faster setting and drying, long mileage, increased brilliance, and better tonal range.

For 50 years Kienle has maintained a reputation for the most advanced inks for lithography.

A trial run on your own presses will convince you.



EDITORIALS

SOME 60 years ago a young fellow in the engraving business in Chicago was spending a day at the Columbian Exposition, when he spotted an example of lithography that caught his eye. It was claimed to be three-color work. He went home, got a magnifying glass, and returned to examine it more closely, and found that only the three primary colors had been used. This "stunt exhibit" immediately sparked the young fellow's vision to see the applications of three color printing in commercial use if it could be made practical.

The young fellow was Theodore Regensteiner, who at 84, passed on last month in Chicago.

What he did with the idea of commercial three- and four-color printing and lithography is now well-known history. The industry, and the entire advertising and publishing fields, owe a great deal to Mr. Regensteiner, as well as to his no less ingenious (though not as articulate) contemporaries who made possible today's color miracles.

HEN so little was known of the physics of color, the chemistry of photography, or the intracacies of light, how could anyone perfect a color reproduction process? Where would you begin if you faced the problem, without instructions, books, training, experience, proper inks, precision equipment, or control or measuring instruments?

It's difficult enough today with all of these aids, in addition to the years of experience behind us. Industry magazines, textbooks, manuals, instruction booklets, technical representatives of supply and equipment concerns, specialized schools, modern precision equipment and supplies, accurate control and measuring devices—all stand ready to aid the modern, serious

craftsman, to produce high quality color work.

Even a casual study of the press capacity survey recently completed in our industry, and published here, (July and August) will reveal that the color bandwagon not only is rolling but is gaining momentum. Multi-color presses are in the vanguard. Two-colors replace single-colors, four-colors edge out two-colors, and even four-color perfecting, five-color and six-color offset presses are scarcely news anymore.

The wide range of instruments which assist today's craftsman is an important factor in the advancement of color reproduction. The densitometer, light integrator, blanket thickness gauge, hygroscope, pH meters, press packing gauge, register rule—to name a few—provide the practical experienced men with tools worthy of their skill. These and a few other instruments are illustrated and described here this month as a source of information for those who may not be familiar with all of them.

Of course some of these must necessarily be priced out of reach of the smaller shops, but, on the other hand, many are well within the reach of all. But, if you're not already using them, keep your eye on 'em. They, or something better, will be in the picture for a long time to come.

PRIVATE or captive printing and lithographing plants are a fact of life on which there always is controversy. The trade association executives of our industry have put together an interesting booklet on the subject which makes informative reading. A lengthly excerpt from this work is published in this issue of ML which provides factual material for management and sales personnel on the economics of these captive plants and printing departments.



Shown here are an Eastman Kodak Process densitometer in use (above) and the instruments of four other manufacturers, In the group (right) are top, left—Densichron, made by W M. Welch Mfg. Co. 1515 Sedgwick Ave., Chicago 10. Top, right—the Kodak instrument, made by Eastman Kodak Co., Rochester 4, N. Y. Center—the Macbeth-Ansco densitometer made by Macbeth Corp., P. O. Box 950, Newburgh, N. Y. Lower, left—Weston instrument, made by Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark S, N. J. Lower right—The Photovolt densitometer, made by the Photovolt Corp., 95 Madison Ave., New York, Other manufacturers include Precision Engraving Co., P. O. Box 191, Ferguson 21, Mo., and Photo Research Corp., 127 W. Alameda Ave., Burbank, Calif. Price range: \$100 (8 x 10" size) to \$800.

Densitometer

This instrument will provide numerical values for tone areas in either transparencies or flat copy. It can be used to determine filter factors and correct negative or positive exposures. It helps to eliminate all guesswork with tone values, and can be used to keep a check on press sheets for uniformity of run. In many cases, it enables the craftsman to spot troubles before they become visible to the naked eye.



Aids for the Craftsman

These gauges and instruments are helping serious offset craftsmen do a better job

In these times we are witnessing the passing, to a large extent, of the rule of thumb guesswork which, of necessity, was present in offset lithography for many years. As in any process requiring a high degree of knowledge and craftsmanship, offset lithography must be controlled intelligently. The common measuring devices, used for many years, to supplement the craftsman's judgment, have included such necessary items as scales, thermometers, graduates, rulers, timers, etc.

These simple and useful measuring instruments have been supplemented by many new instruments to meet the more complex requirements of modern offset lithography. They aid in maintaining or improving quality, and at the same time keep

losses of production time at a mini-

These instruments, now widely used in offset plants, enable the skilled craftsman to do a better and more accurate job. Some of these have been used for several years, while others are recent developments. All are coming into wider use in offset lithography, and they are shown here and described briefly as an introduction for those craftsmen who may not have had the opportunity of seeing or using them.

These instruments of course will not do a craftsman's work for him. But, if used properly, they will supply accurate information which his own skill and judgment can evaluate. No instrument is any better than the man who uses it, but with it the skilled craftsman who seriously wants to do the best possible job, can accomplish a great deal.

One of the audio-visual presentations, consisting of a 35 mm. film-strip and a 33½ RPM record, has been distributed recently by the Lithographic Technical Foundation, 131 East 39 St., New York 16, N. Y. It is called "AV # 4-Gauges and Instruments," and in a 21 minute presentation discusses many of the currently available gauges and instruments that are aids to the craftsman.

Modern Lithography acknowledges the assistance of LTF in making some of the material from this AV available for presentation on these pages. For further information regarding the audio-visual, contact the LTF directly.**

Sensitivity Guide

The Sensitivity Guide, shown below on a plate being processed is a gray scale that provides the platemaker with an accurate check on the many variables he encounters in platemaking. By using this step wedge on plates, either surface or deep etch plates of consistent quality can be produced day after

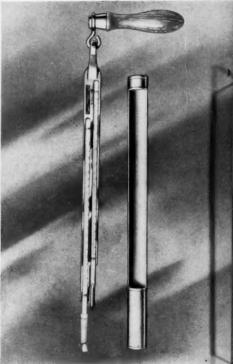
day This Guide was developed by the Lithographic Technical Foundation, and is made by Stouffer Graphic Arts Equipment Co., 311 N. Niles Ave, South Bend, Ind., and Eastman Kodak Co., (called "EK Step Tablet # 2"). Roches-ter 4, N. Y. This instrument is discussed completely in LTF's Bulletin # 215. "The Sensitivity Guide." Price range: \$2 to \$3.





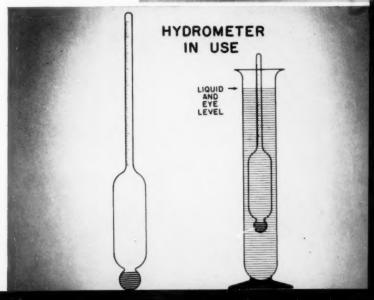
This instrument (right) consists of a dry This instrument (right) consists of a dry and a wet-bulb thermometer for determining the relative humidity of room atmosphere. It has a sling handle so it may be whirled around to guarantee adequate circulation of air before taking a reading. A quick calculation of the readings from these two thermometers gives an accurate RH reading, an important factor in effective litho-graphic control.

graphic control.
Shown here is an instrument made
by Taylor Instrument Co., 95 Ames St.,
Rochester, N.Y. These, and other styles
of relative humidity instruments also
are made by Friez Instrument Div.,
Bendix Aviation Corp., 1400 Taylor Ave
at Loch Raven Blvd., Baltimore 4, Md.



Hydrometer

The hydrometer (shown right in diagram form) is a measuring device used for finding the density or Baumé of a liquid, such as a plate coating. The density of the solution in the glass arcan be read on the scale of the thin stem of the float. The float sinks or rises seem of the float. The float sinks of rises according to the density of, or the amount of solids in the solution. These valuable instruments and jars are available from most lithographic or scientific suppliers.





Other pH meter manufacturers include Beckman Instruments. Inc., 820 Mission St., Pasadena, Calit., Helinge, Inc., 877 Stewart Ave, Garden City, N. Y. Misro-Essential Laboratories, 3005 Ave K. Brooklyn, N. Y. Fhotovolt Corp., 93 Madison Ave, New York, and W. A. Taylor and Co., 7300 York Road Baltimore, Price Bange, \$100 to \$500 pH Color Comparator Kits \$3 to \$25.

pH Meter

The acidity or alkalinity of a solution is measured in terms of numbers on a pH scale. This measurement is a very important one in lithography. The fountain solution of the press is one place where pH has a critical effect on production. (Above) a craftsman places the testing end of a pH meter in the press fountain in order to determine the

pH of the solution on a direct-reading

pH of the solution on a direct-reading scale. The instrument shown is made by Analytical Measurements. Inc., 585 Main St., Chatham, N. J.
Also shown here are the ATF Macbeth pH meter, (top) made by Macbeth Corp., P. O. Box 950, Newburgh, N. Y. for American Type Founders, and the Cambridge pH Meter, made by Cambridge Instrument Co., Grand Central Terminal Building, New York 17, N. Y.



Micrometer

This is a common tool in any industry where thickness of material is a factor. In lithography it is commonly used to measure accurately the thickness of plates, paper, and packing (below) The "mike" is the constant companion of many craftsmen, and is available from tool supply houses.

In the measurement of the rubber blanket of an offset press, however, the ordinary "mike" does not do a good job. The next illustration shows an interesting adaptation of the micrometer that was designed to measure accurately the thickness of the offset blanket.





Blanket Thickness Gauge

The Lithographic Technical Foundation developed this king size micrometer (right) to measure accurately the thickness of offset blankets. This instrument allows for the springiness of the rubber blanket, and makes its measurements under conditions similar to the blanket being siretched around its cylinder on the press. The design is such that even the largest blanket may be rolled up so that readings can be taken over its entire surface to determine low or high spots. Average blanket thickness can be determined easily, and the cylinder packed accordingly. the cylinder packed accordingly.

the cylinder packed accordingly.

The instrument is made by Federal Products Corp., 1144 Eddy St., Providence, R. I.; and is sold by the following supply firms: California Ink Co., 545 Sansome St., San Francisco II, Calit., Fuchs & Lang M/g. Div., Sun Chemical Corp., Printing Ink Div., 67 W. 44 St., New York 18, N. Y.; Rapid Roller Co., Federal and 26th Sts., Chicago 16, III.; Roberts & Porter, Inc., 555 W. Adams St., Chicago, and Sinclair & Valentine Co., 611 W. 129 St., New York 27, Price Approx. \$150





Sword Hygrometer

Sword Hygrometer

The paper hygroscope, often called the sword hygrometer because of its appearance, will enable you to find the moisture content of a pile of paper in relation to the room atmosphere. After zeroing the instrument to the relative humidity of the room, the blade is shoved into the middle of the pile, as shown in the illustration, (left) and after about a minute it is withdrawn and a direct reading is not taken from the dial. The reading is in terms of how much higher or lower the humidity is within the pile than is the humidity of the room atmosphere.

room atmosphere.
This is a simple and most useful in-This is a simple and most useful instrument, and tells the pressman a great deal about his paper—information which is quite difficult to get any other way. It is made by Cambridge Instrument Co., Grand Central Terminal Building, New York 17, and by Sportsmen Accessories, I River Road, Beacon, N. Y. from LTF specifications. Approx.

Press Packing Gauge

Every pressman knows the importance of proper plate and blanket packing, and this instrument, (right) reading in thousandths of an inch, tells him quickly what the packing is in relation to bearer height. The dial is zeroed on the blanket, and then placed as shown in this illustration. A reading is given immediately on the dial in thousandths of an inch showing whether the packed plate or blanket is lower, higher, or exactly the same height as the bearers. This is another device developed for the industry by LTF. It is manufactured by William Gegenheimer Co., 78 Roebling St., Brooklyn, N. Y. Every pressman knows the importance









Register Rule

Is the width of the print on the press sheet the exact size of the plate image, or is it distorted? Will the first impres-sion of a four-color job be exactly the right size so succeeding colors will register? Precise measurements of disregister? Precise measurements of distances between register marks can be made with the Register Rule, shown here in use. (left) It is a glorified metal ruler, with a built-in Vermer scale reading in thousandths of an inch. By measuring the distance between corner register marks on the plate, and comparing this with the distance between those same register marks on the sheet, you can tell exactly how much distortion is taking place. Necessary adjustments can be made before too much time is wasfed trying to fit succeeding colors to a distorted first color impression. colors to a distorted first color impres-sion. In black & white work this instru-ment is also important where accurate

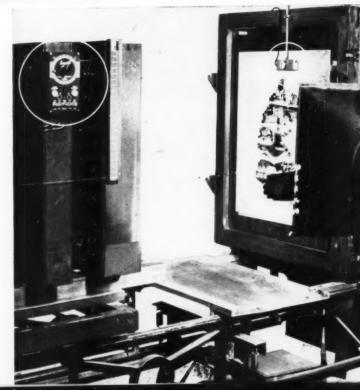
ment is also important where account back-ups must be made. The Register Rule was developed by LTP and is made by Keuffel and Esser, Inc, 127 Fulton St. New York 7. N. Y. It is distributed by LTF. Price Range. \$150 to \$200. (Four sizes.)

Light Integrators

When you put gas in your car, you wouldn't When you put gas in your car, you wouldn't think of telling the man to "run the pump for 21/2 minutes." Yet in timing exposures that is virtually what is done, unless voltage changes, flickering distance from copy, etc. all are compensated for. The light integrator, a system of photo-electric cells and controls.

a system of photo-electric cells and controls, measures automatically the amount of light reaching the copy or lens, and compensates for all fluctuations of intensity. The camera man sets it for the amount of light needed. It works shutters or lights automatically.

Above is shown the Exco instrument, sold by Green Equipment Co. 4120 Grove St. Oakland 9, Calif. At right, above, is the Totalume, made by Precision Engraving Co. P. O. Box 191, Ferquison 21, Mo, Price range \$240 up. At right (in circle) is a Luxometer installed on a camera. It is made by the Electronic Mechanical Products Co. 15 N, Virginia Ave., Atlantic City, N, I.



Trade Customs of Los Angeles



Scotty Mattraw, Hillside Press, chairman of the PTA Lithograph Group, shows PIA president Phil Ellsworth, Charles R. Hadley Co., and Henry Henneberg, general manager of the Los Angeles PIA, the latest in lithographic Trade Customs, now being displayed in offices of southern California lithographing concerns.

LITHOGRAPHIC trade customs, brought up to date and in line with current practices, have just been issued by the Printing Industries Assn., Inc., 2569 W. Olympic Blvd., Los Angeles 6, Calif., as previously reported here.

Following are the 14 major provisions of the document, which has been reproduced and is being distributed for display by member companies in southern California:

LITHOGRAPHIC TRADE CUSTOMS

- of the Printing Industries Association, Inc., of Los Angeles
- Orders regularly entered cannot be canceled except upon terms that will compensate against loss.
- Experimental work performed on orders such as sketches, drawings, composition, plates, presswork and materials will be charged for.
- Sketches and dummies submitted by the lithographer shall remain the property of the lithographer.
- 4. Art work, type, plates, negatives, positives and other items supplied by the lithographer shall remain his exclusive property; however, the lithographer agrees to use them only on work authorized by customer.

- Non-acceptable material—Due to technical problems involved in manufacture, lithographers should not accept negatives, positives or press plates from customers.
- 6. Alterations—Proposals are only for work according to the original specifications. If through customer's error, or change of mind, work has to be done a second time or more, such extra work will carry an additional charge, at current rates for the work performed.
- 7. Press proofs—An extra charge will be made for press proofs. Unless the customer is present when the plate is made ready for the press, so that no press time is lost, presses standing awaiting OK of customer will be charged for at current rates for the time so consumed.
- Handling stock A handling charge will be made on all paper stock furnished by customer.
- 9. Over runs or under runs not to exceed 10% of the amount ordered shall constitute an acceptable delivery and the excess or deficiency shall be charged or credited to the customer proportionately.

- 10. Color match Colors of ink used, unless otherwise specified, will be our regular standard colors. Exact duplication of colors of ink and other materials is not guaranteed but every consistent effort will be made to follow copy. Paper stock furnished will be as true to grade, finish and color as Mills are supplying.
- Customer's property—All stock or merchandise belonging to customers will be held and stored only at customer's risk.
- 12. Delivery All goods are sold F.O.B. point of manufacture. An additional charge will be made for special packaging and handling.
- 13. Terms—Net cash, unless otherwise provided in writing; interest charged on past due accounts. All claims must be made within five days of receipt of goods.
- 14. Agreements All agreements are made and all orders accepted contingent upon strikes, fires, accidents, or other causes beyond our control and are subject to amendment to compensate for increases in lithographer's cost due to Federal, State, or Municipal laws affecting material, labor or taxes.**

CAPTIVE PLANTS

Do They Pay Their Way

N the printing industry in the U. S. there are basically two types of printing or lithographing plants: those operated on a commercial basis, and those operated as private or "captive" printing plants which are subsidiaries or printing departments of companies in various fields of business.

The constantly recurring question is, "Do these private printing plants, or printing departments, add or fulfill a necessary function for the business of which they are a part?" If you ask the average printer or lithographer, he will say "No." If you ask the executives of the private plant, or the parent company, they will say "Yes."

Considerable light was thrown on the question when, in 1941, the State and City of New York held extensive hearings to determine the practicability of setting up captive plants for the production of their printing requirements. Each held separate hearings, and had the benefit of expert technical counsel. Each was purchasing several millions of dollars worth of printing annually, and was in a position to make the capital investment necessary to establish optimum facilities.

Although both the City and State of New York, despite initial interest, dropped the idea of starting their own plants, it should not be concluded that all captive plants are unsound. The important thing is to apply the same reasoning to whatever situation exists, and be guided by the conclusions derived. It may very well be that under certain conditions a captive plant will prove to be the correct answer.

Most previous consideration of captive plants has been in terms of the soundness of the plant as a manufacturing unit. But for most companies printing should be considered primarily as a purchasing problem. This was the most important single conclusion reached in the New York hearings. And not until a company's printing is studied thoroughly as a purchasing problem, and proper procedures set up, should any consideration be given to the establishment—or the continuance—of a private plant.

The New York studies showed that, even under the most efficient manufacturing conditions, with a plant set up to handle only the largest volume of fairly standardized requirements, the savings available through better purchasing could average seven times as great as the savings to be achieved through the complete elimination of profit.

When the City and State decided to reorganize their purchasing departments, the first move was to hire technically qualified personnel. Previously the administrative set-up for the purchase of printing differed little from that for buying coal, paint and other items. Two thousand dollars more were spent for bill checking than for

the purchase of the printing being

A government report, known as the Robert C. Clark Report, prepared for the Bureau of the Budget, analyzed the purchases of printing by the federal government, and related sad stories of hundreds of thousands of a given item being produced on duplicating equipment where the cost of production was many times greater than it would have been on printing equipment.

Picture a duplicating machine, ideally suited to turn out 500 copies of an item, laboriously producing one sheet at a time, 3,000 copies of a 16 page typewritten report—a total run of 48,000. Compare this with the proper procedure such as would be carried out in a commercial printing or lithographing plant. One example of 10,000 copies, cost \$929,00 to produce on a duplicator, against \$400.00 commercially. If there is no control, no one stops to think about the best-way to produce a job.

In the light of purchasing analysis then, the procedure for studying a captive plant is:

- 1. Analyze and rationalize theprinting purchases of the company;
- 2. Determine from what sources, these purchases can best be made;
- Determine whether the captive plant is equipped, relative to the investment in it, to do the job which an independent purchasing unit has the right to expect.

Why do a few private plants succeed while many are being abandoned?

Here are the main points - which provide an effective sales weapon.

Why Plants Die

The demise in recent years of many captive plants arose from the desire of the parent companies to place printing work where they could buy it most advantageously. This forced the captive plant to compete for work on an ordinary business basis. In order to compete, it became necessary for the captive plant to increase the capital investment in new and often larger equipment. Increased volume to make this economically sound, of course usually was not available.

The Graphic Arts Trade Assn. Executives made a survey to find out why captive plants exist. Main reasons given were: "convenience," "save money"; and "started small, gradually grew." The GATAE also kept careful records of captive plants which have been discontinued. The principal reasons were "Not willing to make the capital investment to keep plant up to date"; "we were buying an increasing number of items outside at lower costs"; and "we are not printers and administration was irksome."

Literally dozens of captive plants were started with great enthusiam through the purchase of office duplicating equipment. This is a simple and relatively low-cost installation. Actually the country's offices are morgues for thousands of small duplicating presses, purchased with initial enthusiasm and later abandoned. "Any girl" could not run it, commercial facilities were available around

the corner, and the office toy became the office nuisance.

In some cases, however, where the original equipment was well-managed. justification was gradually built up for the purchase of additional equipment capable of producing a greater variety of items of better quality. Where a steady volume was maintained, careful cost records kept, and the alleged convenience of the plant not extended to cover items which could not logically be produced, such plants may well have served a useful function. Captive plant operators have advanced the argument that in all cases such plants should be underequipped and operated only for normal steady loads. This is sound business practice, but unfortunately the rapid development of new and more efficient equipment which the commercial industry quickly adopts, tends to create obsolescence in every captive plant.

The greatest difficulty accountants have in analyzing captive plants is in establishing comparability with commercial plants. In the absence of comparability, a good test of the captive plant is to obtain optimum equipment which the captive plant does not own. If money can be saved on these jobs, then the plant should be reanalyzed on the basis of the remaining volume related to capital investment, etc. It frequently will be found that to operate the plant with the remaining jobs is unprofitable.

Successful Plants

Companies which have had success with captive plants (and they are only a handful) have exceptionally capable management having considerable experience in commercial plants. For all practical purposes, the relationship of these plants with their principals, is similar to a commercial plant's relationship with its customers. They require only cursory supervision from the general executives of the company. Their workers tend to regard employment in the printing plant as comparable to employment in commercial printing or lithography. They are in the graphic arts trade and have the traditions of such craftsmanship, and do not consider themselves so much as employees of an electrical company or a manufacturing concern. These plants are completely independent of the purchasing department, and operate as though they were in competition for every job.

The fact that there are so few successful captive printing plants is a measure of the special problems which a non-printing company faces in operating a printing establishment.

Why They Don't Succeed

Among the special problems of captive plants uncovered during a study of the reasons they were discontinued, were the following:

1. Inability to obtain and hold suitable employees.

Printing employees are by tradition

highly skilled craftsmen, trained along craft lines. Because their craft ties were stronger than their company ties, they tended to migrate to commercial and publication printing establishments.

2. Conflicts between printing and other departments.

The demands of printing workers for higher wages tended to conflict with the demands of other workers in the plant. Printing is a highly unionized field and even non-union plants pay wages in strict relation to those paid in unionized plants. General wage negotiations for a company's production workers had little influence on the demands of printing workers or settlements with them. This led to dissatisfaction among other workers in the company.

Executives were compelled to devote a disproportionate amount of time to labor negotiations involving printing workers.

3. Steady employment problems.

The failure to plan for predictable volume, constant over the year, complicated the personnel problems of many captive plants. The ordinary commercial plant is accustomed to increasing or decreasing its staff in relation to volume, while maintaining the bulk of its employees on a year-round basis. Many of the discontinued captive plants did not have access to a pool of manpower. Intolerable adjustments had to be made to cope with the peaks and valleys of work, with a resulting tendency to resort to make work or to assume the expense of idle time.

4. Trained manpower problem.

The buyers found they were not prepared to undertake lengthy and expensive apprentice training.

This error occurred mostly with the so-called office-machine type of equipment. Superficially, these machines appear to be little more than deluxe typewriters or glorified mimeograph machines.

5. Weakness of mechanical super-

Many captive plants were the victims of men who, having failed at or drifted out of commercial plant employment, "promoted" jobs in captive plants on the strength of experience in the commercial industry. Behind the failure of several captive plants was a history of rapid turnover in mechanical supervision and extreme frustration from the fruitless search for adequate mechanical supervision.

Inadequacy of top management.
 One difficulty that has frequently beset captive plants is that the owners

The Graphic Arts Trade Association Executives, in studying the problem of private or "captive" printing and lithographing plants, engaged the services of I. D. Robbins to prepare a practical analysis of the subject. Mr. Robbins has served for 15 years as a consultant to both buyers and producers of printing. In 1940 he made detailed studies of the purchase of printing by both the City and the State of New York. He is a member of the faculty of the Graduate School of Business Administration of the College of the City of New York.

The analysis has just been issued by the Graphic Arts Trade Assn. Executives in the form of a booklet, titled "Is Your Printing Department Paving Its Way?". The accompanying article comprises excerpts from this 24 page booklet.

Copies of the complete booklet are available from W. C. Boles, executive secretary, Printing Industry of Nashville. Inc., 1514 South St., Nashville 2, Tenn., at the following prices:

1	to	9 0	opies	\$1.00	each
10	to	24	copies	90 €	each
25	to	49	copies	75€	each
50	to	99	copies	60 €	each
100	0	F 200	ore copies	50 €	each

or general executives of the company found themselves supervising tasks with which they were not familiar.

In many cases where such a vacuum existed, plant superintendents or even foremen were given responsibility for decisions for which they had insufficient technical knowledge. Employees soon became aware of shortcomings in their leadership.

A knowing executive can detect the stringing out of work, the causes of excessive overtime and breakdowns in scheduling. No business can succeed unless top management has thorough control, administrative and technical, over all operations. No captive plant should be started without assurance of such control. It cannot succeed any more than a commercial plant could succeed without qualified leadership. The spur of enterprise in the typical independent printing plant can sometimes compensate for technical weaknesses in management. Where that spur is missing, nothing can compensate.

7. The improper selection of equipment.

It is important to choose the right kind of equipment from the wide range of machines available in printing. Proper selection requires analysis of advantages and disadvantages of various types and sizes, familiarity with cost accounting and specific knowledge of printing products to be produced. The trend toward specialized machinery and the mechanization of many operations formerly performed by hand have complicated the problem.

The purchaser of printing who knows equipment can give each job to the plant with the right equipment and, in any event, is protected by getting bids. But the plant, when it invests capital, has made a critical and often irrevocable decision.

Many captive plants which, in terms of the volume of work available to them, could theoretically have been set up to operate profitably, were hexed from the beginning by the improper selection of equipment.

A typical error made by "conservative" management of captive plants was the purchase of second-hand equipment. All they were doing was borrowing someone else's white ele-

Many captive plants based their operation on the duplicator class of machine. It turned out that such equipment could not be operated successfully by semi-trained employees, could not produce quality work, and despite comparatively low initial investment, could not sustain a level of economical production.

8. Holding on to obsolete equipment.

Conservative business practice suggests the desirability of postponing replacement of equipment until the initial investment is amortized. Actually, the alert commercial printer equates amortization against obsolescence and makes his decision on the basis of the increased return from newly developed equipment. The im-

(Continued on Page 117)

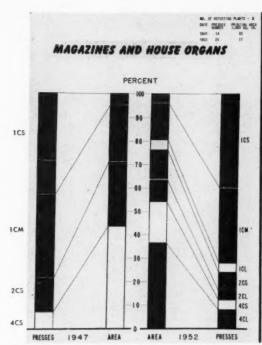
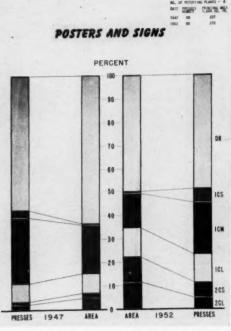


Chart 9. Magazines and House Organs presents, perhaps, the most striking changes for the 5-year interval of any "product-interest" charts. Three blocks which these product-interest charts, three blocks which do not appear in the 1947 bars at all, show up in the 1952 bars, Looking at the 3rd bar (printing areas in 1952) large 4-color presses (at the bottom of the bar) represent 36.5% of the total; large 2-colors (2CL) 9.3% of the total and large 1-colors (1CL), 4.5% of the total. Thus, adding these three percentages together, 50.3% of the 1952 total printing area consists of large 1-. 2- and 4-color equipment not represented at all



in the 1947 press equipment of these plants. In passing, it is of interest to note that this group of plants reports no wobfed equipment, either perfecting or non-perfecting

Chart 10. Striking, though not surprising, in the chart for Posters and Signs is the dominant position of direct rolaries (top) and the complete absence of any 4-Color equipment. Direct rotary printing area lost ground sharply in 1952, and did medium 1-Colors, while 2-colors—in particular small 2colors-increased sharply.

Big Increase in Offset Press Capacity

This survey was made jointly by the National Assn. of Photo-Lithographers and the Lithographers National Assn. Captions are comments, made by W. Floyd Maxwell, executive director of LNA, as he tresented the results at the LNA convention in June .- Editor.

PART 2

LARGE and important increase in offset press capacity, both in number of presses, and in printing area and color impressions was revealed in a national survey made by two lithographic associations, results of which were announced last

month. The survey was made by the Lithographers National Association and the National Association of Photo-Lithographers.

Part 1 was published here last month, and the concluding material is being published herewith. The heart of the survey results is in a series of 14 charts which summarize the data. Last month, comments on the significance and trends shown were made by W. Floyd Maxwell, executive director of the LNA. Charts 1-8 were published.

This month Charts 9-14 are included here, completing the information.**

NOTES ON THE CHARTS

DR-DIRECT ROTARY SHEET FED

DR-DIRECT ROTARY SHEET FED PRESSES-all sixe-mingle color and multi color.

WF-WEB FED PRESSES-perfecting and non-perfecting single color and multi color.

SEMET FED OFFSET PRESSES ICS-ONE COLOR PRESSES-22" x 200 NE COLOR PRESSES-20" x 200 NE COLOR PRESSES-Larger than 42" x 58".

CU-ONE COLOR PRESSES-Larger than 42" x 58".

CS-TWO COLOR PRESSES-42" x 58" and smaller.

58" and smaller. 2CL-TWO COLOR PRESSES-larger

than 42" x 58". 4CS-FOUR COLOR PRESSES-42" x 58" and smaller.
4CL—FOUR COLOR PRESSES—larger
than 42" x 58".
The following will illustrate the method

The following with intertrate for memora used to compute "printing area in One Color 17" x 22" press = 374 aq. in. (17" x 22")

Two Color 35" x 45" press = 3150 aq. in. (2" x 35" x 45")

Four Color 42" x 55" press = 9744 eq. in. (4" x 42" x 58")

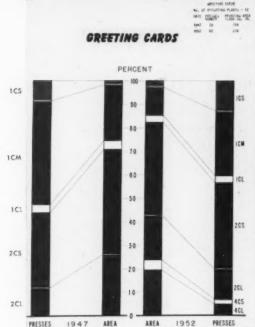


Chart 11. In the chart for Greeting Cards, 4-color presses, which were completely absent in 1947, represented in 1952 almost a quarter of the total printing area with large 4-colors alone representing 191%. While both large 2-colors and small 2-colors registered small relative losses, the sharpest decline amounting to 50% occurred in medium 1-color presses.

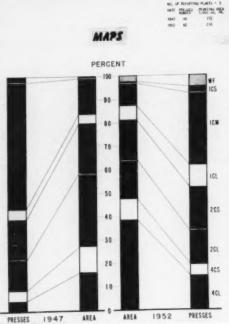
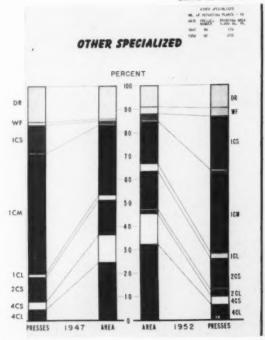
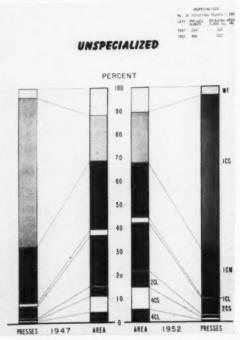


Chart 12. In Maps, while there was little change in printing area in 1952 in the relative importance of multi-color equipment as a whole (approximately 80% in both years) there was a striking shift from 2-colors—especially large 2-colors—to large 4-colors which, in 1952, represented 38.5% of total printing area as compared to 16.1% in 1947. Web-fed equipment was completely absent in 1947.

Charts 13 and 14 are self-explanatory.





Educational Assn. Joins With Education Council to Advance Graphic Arts Training Programs

THE 27th Annual Conference on THE 2/th Annual
Printing Education, held at Madison, Wisconsin, June 29-July 2, 1952, under the auspices of the International Graphic Arts Education Association, went on record for full cooperation with the Education Council of the Graphic Arts Industry, Inc. Under this cooperative arrangement, the newly-appointed managing director of the council also becomes the managing director of the International Graphic Arts Education Association, effective soon after the council develops its program for the year at its meeting in September, 1952.

This plan brings the printing industry, as represented by the council, directly behind the educational program of I.G.A.E.A., with the latter keeping its identity and putting its program on a more permanent basis, the association announced. The following committee was appointed to represent the officers of I.G.A.E.A. in all matters relating to cooperation with the council:

Byron G. Culver, supervisor, Department of Publishing and Printing, Rochester Institute of Technology, Rochester, New York.

Dr. E. Burnham Dunton, assistant manager, Department of Education, American Type Founders, Inc., Elizabeth, New Jersey

Dr. Edward C. Estabrooke, secretary and educational director, American School, Chicago, Illinois

John G. Henderson, head of the Department of Printing, Washburne Trade School, Chicago, Illinois

Ferdy J. Tagle, principal, The New York School of Printing, New York, New York

Fred J. Hartman, acting educational director, International Graphic Arts Education Association, Washington, D. C. (advisor)

Patrick F. Boughal, of The New York School of Printing, New York City, was elected president of the International Graphic Arts Education Association for the coming year, succeeding George J. Bilsey, East High School, Cleveland, who served for two terms. Mr. Boughal was the former secretary of the Association. Otis H. Chidester, head of the Graphic Arts Department, Tucson Senior High School, Tucson, Arizona, was elected to fill the office of secretary. All other officers were reelected. The next annual conference is to be held in New York City in June, 1953.

Four conference sessions were held dealing with "What's Ahead in Graphic Arts Education" and "What's Ahead in the Graphic Arts Industry." At the first session, Clarence Greiber, state director, Wisconsin Vocational and Adult Education, gave the keynote address on the topic, "The Printer and Education." The delegates were given an opportunity to learn what a modern school has to offer under a vocational and adult education set-up through an illustrated lecture on the work of the Madison Vocational and Adult School

by its director, D. R. W. Bardwell.

At the second session, with Ferdy J. Tagle, principal of The New York School of Printing, as chairman, the program of the recently organized Education Council of the Graphic Arts Industry was brought to the attention of the Conference by Byron G. Culver. Rochester Institute of Technology, and secretary of the Education Council. A panel discussion, led by Dr. E. Burnham Dunton, Department of Education, American Type Founders, brought out printing instruction as carred on in the larger and smaller printing centers, and the part of photography in modern graphic arts education.

The third session, under the chairmanship of Fred J. Landon, executive secretary, Dunwoody Alumni Association, and former head of Department of Printing at Dunwoody Institute, touched upon three topics, having to do largely with closer cooperation between printing industry and education. The story of the "Share Your Knowledge" program of the International Association of Printing House Craftsmen was told by its executive secretary, Pearl E. Oldt, Cincinnati, a former printing teacher.

A panel discussion was led by C. Harold Lauck of the Journalism Laboratory Press, Washington and Lee University, Lexington, Virginia.

The fourth session was devoted to graphic arts demonstrations and the annual business meeting. The demonstration of Xerography showed the progress that has been made in the development of making duplications with powder. Under the heading of "What's Ahead in Lithography?" a special offset machine was demonstarted by Charles Shapiro, manager of the education department, Lithographic Technical Foundation, New York, and Lawrence Brehm, Western Printing and Lithographing Company, Racine, Wis. The latter machine, showing the working principles of offset, is intended primarily for lithographic instruction on an industrial arts basis in junior and senior high schools.

(Continued on Page 115)

Litho Sales Management Requires ---

By John R. Sargent Partner, Cresap, McCormick and Paget, New York*

HE idea of Imaginative Sales Management, is something of a tongue twister, and this may be rather appropriate because for most of us, the problem of sales management in a competitive period such as the present is a real brain twister. I'm sure you recognize that your industry is not alone in facing tough problems currently. The appliance industry, the textile industry and many others are having their share of business headaches. Moreover, we should recognize that a "back-toearth" period is not altogether a bad thing. Much as we dislike it, it tends to develop our brain muscles.

"Sales Management" is just a flossy name for the job of running the selling activity of a business, whether it's an operation of one man or a thousand men. The basic principles are the same whatever the size of your business.

What then are the common denominators of successful sales management? Why is imagination important? Why not just "Practical, Sound or Good Sales Management"? The answer to the last question can be given very simply and quickly: Good sales management may not be enough. The return of competition and the buyers' market has emphasized the importance of good sales management. It has to an even greater extent emphasized the need for original, creative thinking and imagination that recognizes new market opportunities and

quickly adapts the sales program to changing conditions. When competitors are about equal in their products and their general application of sales principles and methods, the company that grows, that forges ahead of the rest is the one with the imagination, vision and a certain amount of daring to look at old problems in new ways. The tougher the competition, the greater the premium on imagination.

To be effective, however, imaginative sales management must be based on a firm foundation of sales experience. By itself imagination can be non-productive or downright dangerous. A timely analogy might be found in the two-stage rocket. After this rocket has reached an altitude of approximately 70 miles on its primary charge, the second missile takes over and reaches heights far beyond that attainable by any single stage rocket. It is this type of plus-performance that can be obtained through the use of imagination and creative thinking.

Because of the importance of good sales management as the "primary charge" or foundation of successful selling, I would like to review with you the essential features of the basic program.

Good Sales Management

Our experience has been that good sales management is identified with good performance in three major areas:

 Planning the company's overall sales activities.

- 2. Directing and controlling the sales effort.
- Merchandising the product through advertising and promotion.

Of these three, the most important, and at the same time, the area of greatest weakness in most companies is planning the company's over-all sales program. In company after company we have found that planning to be limited or non-existent. Some sales managers—and top management, too—fail to recognize the importance of planning. Some don't have the time or at least won't take the time to plan. Others, unfortunately, just don't have the necessary ability to do a good planning job.

By "planning," I mean thinking through and setting up the basic objectives and policies of the company, its products, markets, sales territories, type of sales organization, merchandising policies, marketing strategy, sales forecasts, and budget—in short, the basic pattern for sales action.

Planning the course of the business. No company is so small that it cannot profit from some serious thinking about its objectives in terms of kind of business. Defining objectives, even roughly, gives a sense of purpose and direction to the business. Once objectives have been set, policies can be made and implemented, which further chart your course.

^{*}Before the annual convention of the Lithographers National Association Inc. June, 1952, White Sulphur Springs, W. Va.

IMAGINATION

In a field such as the lithographic industry, you have many separate markets for your products. Each broad type of user shows rather significant differences in requirements and susceptibility to various sales appeals. Although it is theoretically possible for one company to play the field, it is difficult, and it is costly. Faced with a variety of customers and markets, it is generally wiser to appraise your own capabilities and facilities; then select the particular market or markets for which you have specific advantages, or which offer the greatest net return for your efforts. This, of course, involves careful study and planning, but in selling, as in the front line trenches, it is concentrated fire power that does the job. Such concentration not only cuts your selling expense per unit of results, but simplifies production and management problems

Planning the product line. In addition to determining your broad area of concentration, you will want to plan your products in such a way that they help to sell themselves by fulfilling a customer need. You will want to know how your product compares with your competitor's product in quality and price. You will want to plan for improvements and to keep abreast of new product developments. Your product line should be matched to the markets you have decided to concentrate upon. Now market research may seem a rather

fancy phrase to the small operator who runs his press in the morning and goes out to visit customers in the afternoon. What it means, however, is studying your customer, looking at his requirements from his point of view and discovering his real needs and desires, not just what he thinks he needs; then developing the products and the strategy which simplify your selling job. A little investment in time and thought at this stage can eliminate many waste motions and headaches later. Know your customer; know his needs and how he thinks. He can be your cheapest and most effective salesman.

Planning the type of sales organization. If you have done a good job of market research, of studying your customer, the next step of planning the type of sales organization you need to reach him, is fairly easy. This involves not only determining the kind of man required for the job and the best method for training him, but also the number of salesmen and the proper basis for allocating their sales tasks or territories. Unless your territorial plan is well designed, you will never get your full sales potential, but you will get headaches caused by lean and fat territories-particularly if your salesmen are on a commission basis. In setting your territories be sure you have taken full account of changing markets and the size and location of your best prospects. Obviously, don't attempt to

use some kind of market measurement which doesn't fit your particular business.

Planning the merchandising program. Planning the merchandising program is also simplified by knowing your customer, his wants, desires, and buying habits. Your sales strategy, selling methods, appeals "gimmicks", and selling aids should all be determined by a careful study of your customer and what actions are most likely to influence a favorable decision for your product. Planning this phase of the program means developing the tactical course of action that tells the customer what he wants to know; that presents your product in its most favorable light, and then "asks for the order."

Sales forecasting and the sales budget. The last, but by no means the least important element of sales planning, is sales forecasting and its corollary, the sales budget. Sales forecasting can be done in a number of ways, and if done properly can give you the reliability you need for production planning. The method which is probably the most practical for the majority of you is to require salesmen to prepare estimates of the sales they expect to make during the budget period. These estimates should then be carefully reviewed, revised where necessary, and a composite estimate of total sales arrived at. Errors of optimism or caution then tend to offset each other. In some lines of business, it may be feasible to estimate total industry sales and the percentage of the market you expect to obtain. The sales budget then "costs" the set of plans you have established for reading your sales goal. The budget is also a very useful tool in charting your progress and measuring the effectiveness of your plans.

In addition to current forecasting, it is advisable from time to time to take a longer term reading of your market prospects—particularly if you are contemplating any major expansion or improvements. Such long range forecasting of market trends can give you valuable storm warnings of changing customer requirements, competitive products, or new developments that may affect your market position.

Sales planning is therefore a forward looking process that is both aggressive and conservative.

Directing the Sales Effort

The second major area of sales management is the direction and control of the sales effort. Poor performance in this area can quickly offset the initial advantages gained by a good job of planning the company's over-all sales program. On the other hand, the job of directing and controlling the sales effort is made much easier if the basic planning is sound.

Good management of the sales effort involves good procedures in the selection and training of salesmen, good direction, supervision and inspiration, and a compensation plan which reflects over-all sales objectives.

Selection and training of salesmen. In the course of your sales planning presumably you have determined the type of man needed to sell your product. Although you may on occasion be able to find just the man you want, salesmen are more frequently "made" than found either loose or in someone else's organization. Assuming that you have established normal procedures for sound personnel selection, the major job is not selecting your salesman, but training and helping him.

It is not enough that you know

your customers, your product, and your competition—this knowledge must somehow be transmitted to your salesmen. Refresher courses, clinics in sales problems, sales manuals, and industry sponsored training programs are all devices to equip your salesmen with effective selling techniques. Keep your salesmen, new and old, up to date and on their toes by transmitting product information, industry trends, and sales making ideas regularly. Don't ever leave an opening for them to say, "I didn't know that."

Direction and Supervision of Salesmen. Quite often you hear the complaint, "We don't have the kind of salesmen today we used to." That's very true-but don't blame this all on the salesmen. A major share of the problem lies in the fact that management has not done the job it should in developing new men. With this void to be filled, a sales manager who is effective in directing and inspiring salesmen is more essential than ever before. Looking at a cross section of industry, I would say that onethird of sales managers are of the chair-bound type-and needless to say you can never do a good job of supervising and stimulating men from behind a desk. Another one-third of sales managers are extroverts and spellbinders - wonderful personal salesmen,-but they don't know how to transmit salesmanship to others. This leaves only about one-third of our sales managers today who are equipped and able to do an effective job of directing and inspiring salesmen. Before we do any more complaining about the quality of our salesmen, let's look at the quality of our sales management!

In the area of measuring and controlling sales activity, there have been real technical advances in recent years. Through planning and market research it is possible to establish reasonably accurate yardsticks of sales performance. Such yardsticks can be used in measuring performance product by product and territory by territory. You would probably be amazed at the differences you would discover by such an analysis. The

typical spread between the strongest and weakest sales territories in most companies is at least three to one.

Salesmen's reports can also be helpful in uncovering weak spots in your sales organization or your sales program, reporting developments in the field and suggesting areas for closer supervision and control. They have their greatest value if they are submitted regularly, rapidly, and in concise form. Keep them simple, and they will probably come in on time—in addition to giving everyone more time for selling.

Salesmen's compensation. The sales compensation plan is an important element in directing and controlling the sales effort. Its usefulness in this respect stems from the way in which it can be tailored to the specific objectives you wish to accomplish, such as obtaining new accounts, concentrating on selected markets, pushing high margin products, or providing better technical service. By providing an incentive reward for specific performance, the plan encourages the desired response.

In addition to being flexible under changing conditions the compensation plan should be fair to both the company and the salesmen. It should keep selling costs in line with volume and protect the company against windfall gains under temporarily abnormal conditions. From the salesman's standpoint it should reward him on the basis of ability, effort, and results, and take into account the varying difficulties in different sales territories. This generally means a plan which provides a base salary, plus incentive features of a commission or bonus. In general, we have found the most successful pattern to consist of a base quota. Occasionally the performance of non-selling tasks such as technical service or "good will calls" may be sufficiently important to warrant a bonus program in addition.

Determining the proper quota base again calls for market research to measure what you can reasonably expect your salesman to get out of his territory. This means a look at the number and quality of potential customers, frequency of salesmen's calls upon various types of accounts, and the physical difficulties involved in getting around the territory.

After you have developed the compensation plan which it seems will do the best job for you, test it in the light of past experience and your sales forecast for the current period. Take several not-so-hypothetical cases and work out the calculation showing the effects of your plan. Doing this not only will test whether the plan accomplishes what it is supposed to, it will also tell you whether you will be able to sell it to your salesmen successfully. Unless your salesmen understand thoroughly how they fare under the plan, the incentive feature will never reach maximum effective-

Sales Promotion, and Customer Relations

The last major area of sales management involves your relationships with potential and present customers—your advertising and sales promotion to develop leads for close-in seiling, the selling aids to clinch the sale, and the continuing service you provide your customers.

Advertising and sales promotion. I have already mentioned the importance of planning your merchandising strategy, your advertising and promotion appeals. I would like to again emphasize the value of advertising and sales promotion in developing leads and pre-selling your potential customers on your products and services. A good job in this field can greatly simplify the salesman's job, and in some kinds of business can even "ask for the order."

Good promotion material has the further advantage that it can be aimed directly at the type of markets and individual companies which represent your best sales prospects. If you have studied your markets carefully, it is a relatively easy job to develop a good mailing list for such materials. You can then hit these

(Continued on Page 115)

Have You Met

pHilandering pHil, the pH Kid?

By Harold Gegenheimer

William Gegenheimer Co. Brooklyn, N. Y.

F OR some time, in our lithographic wanderings, we have been hearing about a two lettered character known as "pH". Articles are written about it, some of our best technicians in the industry talk about it, instruments are sold to measure it, and claims are made by some fine lithographers who should know, that its control is very important to the economical production of good work. But what is it???

Fortunately, we found the opportunities for learning about pH are excellent since the Lithographic Technical Foundation, with its booklet #803, gives a complete story and history dating back to the early thirties; and the Foundation workers are always eager to explain personally anything about pH that is difficult to understand. Also, any one of our friends who are foremen, superintendents, managers and owners of plants, where pH control has been practiced successfully for a number of years, are anxious to share their knowledge.

However, in attempting to understand and know about this chemical phantom and its idiosyncrasies, we found it helpful to create a personality; someone, not just with two letters, "pH", but with two legs and arms; an imaginary pixie that we can get to know and like or dislike. Without further ado, we introduce to lithography, pHilandering pHil, the pH Kid.

pHilandering pHil is a likeable cuss who is in our platemaking rooms and our press rooms from California to Florida, from Oregon to Brooklyn. He floats around in the water from the Mississippi or Lake Louise, and he's in the distilled stuff you often

pHil is in your platemaking solutions and your fountain solutions he affects your ink and he's in your paper. If you don't have any problems with inconsistent plates, plates going blind or scumming on the press, or with ink drying on the paper, then forget him. But pHil won't forget you.

If you are engaged in lithography, you'll have to work with pHil. Get to know him and you'll find he's inconsistent and unpredictable. pHil is a kind of alcoholic. If he goes on a bender, he's going to be dangerous and will knock the work off your plates. That's because he's too much on the acid side and feeling low on

the pH scale. (Let's say about three.) Get him closer to the alkaline side—around five—and the chances are he'll do his work better.

Since pHil is affected by his surroundings, you have to keep a constant check on him. Take a reading a couple of times a day, since you never can tell when he might step out for a quick one. One consolation is that the electric meters, test papers, and test solutions which can be used to check his specimen samples will give him away.

But we have to be human with pHilandering pHil, because as ornery as he is, we need him. We have to forgive his shortcomings and work along with him to overcome them. pHil can't get too far toward the alkaline side because then he gets the D.T.'s and scums the plates. In which case, give him just a short snort to pull him together. Make sure it's a little dose. There's a tremendous difference in pH numbers and one good shot is liable to get pHil so acid and low again that he will have the work off a deep etch plate in a few thousand impressions.

pHil's acid condition can raise cain with the ink drying on the paper because he's in the paper just as he is in the fountain solution. Here again, if he's too acid and too low on the scale you can find it out by a pH test before you start to run the job.

Don't look to pHil as the cause of or the salvation for all your troubles. Important as he is, he is only one small number of the team that must work together to give you good results. Good pressmanship, the correct chemicals, the right paper and ink and fine plates, are required to produce a satisfactory job, and without such a combination, you won't please your customers no matter how good your pH control.

Fortunately pHil's peculiarities are known—he's easy to watch and he can be controlled. Some of the other factors in the process are more difficult to keep under the thumb. So if you want to do good work and do it profitably you'll learn to live with pHilandering pHil and make him work for you.

Craftsmen's President J. Homer Winkler

Craftsmen's Convention Being Held in St. Louis

THE 33rd annual convention of the International Assn. of Printing House Craftsmen was scheduled to get under way Sunday evening, August 10 in Hotel Jefferson, St. Louis.

The program, which runs through Wednesday, August 13, when the annual banquet is being held, includes several technical clinics on all processes, Craftsman business, and recreational and educational projects. Clinics on design and typography, and on three major processes were to be held Monday. Milton Mild, Western Printing & Lithographing Co.,

St. Louis, was to present a summary of offset developments. A production problem clinic was scheduled for Wednesday.

Other events included an evening cruise on a Mississippi vessel, a night at the opera, and a tour of the Anheuser-Busch Brewing Co. plant.

J. Homer Winkler, Columbus, Ohio, is president of the IAPHC, and Gordon J. Holmquist of Los Angeles, is first vice president. In past years the first vice president usually has been elected to the president's office.



Calif. Club Chartered

Don Johnstone, president of the recently organized San Gabriel Valley Club of Printing House Craftsmen, being presented the official charter by International First Vice-President Gordon J. Holmquist at a special meeting of the combined Southern California Craftsmen's Clubs held in Los Angeles on June 6. Front row (left to right): Gordon Matson, Los Angeles; Paul Wegfahrt, San Gabriel; Lee Farmer, International 12th District Representative; A. R. Tom-

masini, International Public Relations Chairman: Perry Long, Past International President; Don Johnstone, San Gabriel; Gordon Holmquist; Lester Hollingsworth, San Gabriel, Back row (left to right); Jack Robertson, Citrus Belt; Blair Lord, Deputy 12th District Representative; Stacy Haige, San Fernando; George Woods, San Gabriel; Jimmy Martin (hidden), San Gabriel; Leon Jasmine, San Gabriel; Robert Kerr, Los Angeles; Frank Severy, San Gabriel, Emerson Cavell, San Gabriel.

The Use of

Low Molecular Weight Alcohols in

Lithographic Fountain Solutions

By L. E. Martinson

Kodak Research Laboratories Rochester, N. Y.

ITHOGRAPHY, as most people in the trade know it, involves many variables. Each printing job is almost unique as to inking requirements and the paper surface on which it is printed. Conditions of temperature and humidity are of constant concern. Because of this state of affairs, the lithographer accumulates over the years a number of "home remedies" to handle these problems as they are presented. The subject of this article could be put under this classification as being most useful in handling the situations that are described below.

The addition of from 5 to 50 percent by volume of a low-molecularweight alcohol, such as ethyl alcohol, to conventional aqueous fountain solutions has been found most effective in preventing the well-known "emulsification of ink." This means that it

becomes much less difficult to carry a high-density, uniform solid. Tints are easier to print because less water seems to be required than with 100 percent aqueous systems. In general, the ink-water balance becomes less critical, which is itself an advantage. The explanation of this effect is undoubtedly connected with the lowering of surface tension between the water system and the greasy ink. It is well known that the stability of oil-in-water emulsions or resin-inwater emulsions is greatly diminished by addition of water-miscible solvents. This explanation should not be confused with the lowering of surface tension by use of high-molecularweight wetting agents, such as the common synthetic detergents, in which adsorption of the hydrophobic end of these molecules gives a new surface,

exposing the hydrophilic ends of the adsorbed wetting agent.

The solvent mixture has been used successfully on zinc plates with no noticeable increase in scumming tendency. It also had been used on many of the newer plastic plates with marked decrease in emulsification of ink

As with all other lithographic remedies, this alcohol system is not a cure-all. It cannot be used, for example, with many colored inks because of the presence of alcohol-soluble dyes which naturally would bleed out.

This remedy may have been used in the past by lithographers. A complete search of the literature has not been made. In any case, the system described here should appeal to progressive lithographers confronted with the problems mentioned.*



Abstracts of Current Literature in the Graphic Arts

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

Since some of the abstracts are from abstract journals, LTF cannot furnish photostats of all of the original articles. If the title is marked with an asterisk, LTF has no further information than that contained in the abstract itself. Inquiries about these items should be sent direct to the source that is named. If you want copies of U. S. Patents, write direct to the Commissioner of Patents, Washington 25, D. C. Send twenty-five cents for each patent desired. Make checks or money orders payable to "Treasurer of the U. S."

If the title of the abstract is not marked with an asterisk, LTF can supply photostats of the original article. The charge is sixty cents per page plus six cents postage. Orders from companies or individuals who are not members of LTF cannot be filled until payment is received. Orders with payment enclosed receive immediate attention.

Foreign patents may be obtained as photostats from the Library of Congress, Washington, D. C.

LTF also has mimeographed lists of (1) "Periodicals Abstracted by the Research Department' and (2) "Books of Interest to Lithographers". These are available for ten cents each in coin or U. S. stamps. Lithographic Technical Foundation, 1800 S. Prairie Ave., Chicago 16, Ill.

Photography, Tone and Color Correction

Process Work by Infra-Red: A New Application. F. G. Wallis. Process Engravers Monthly 59, 700, April, 1952, Pages 110 and 115 (2 pages). The author describes some experiments using infrared plates for making halftones from black and white originals. First, a normal halftone exposure is made through the screen, then the screen is replaced with a compensating glass and a continuous tone exposure is given through an infrared filter (No. 88). The continuous tone exposure gives additional exposure to the whites while the blacks would not record.

The Theory of the Halftone Screen: A Study in Diffraction. V. G. W. Harrison. Photographic Journal 92B, May June, 1952, Pages 74-91 (16 pages). A new theory of the formation of screen negatives with the common types of crossline screen is developed and confirmed experimentally. Recommendations for the use of the screen are given and explained theoretically. The gradation of all screen negatives obtained through cross-line screens is shown to be faulty and it is not possible to produce a perfect negative by a manipulation of screen distances, stop sizes, etc. Any substantial improvement in tone rendering can be expected to come through the use of contact screens.

*Color Correction Process. U.S. Patent 2,578,333. J. A. C. Yule. Chemical Abstracts 46, No. 8, April 25, 1952, Column 3434. Automatically color-corrected reproductions are made by a process in which the dye images of an original film compensate for the dye images in the final print. This is accomplished by processing one or more emulsions of a multilayer color negative to subtractively negative images, reversing the remaining emulsions, and forming subtractively colored positive images therein. The negative images act as masks for the positive

images and thereby compensate for the deficiencies of the dye images in the subsequent reproduction.

New Approach to the Photographic Problems of Colour Photo-Litho. D. C. Gresham. Photographic Journal 92B, May-June, 1952, Pages 91-102 (12 pages). The photo-litho process, using a cross-line screen, normally gives poor tone reproduction unless a considerable amount of hand work is introduced at some stage. In color reproduction work, the well-known errors due to unwanted spectral absorptions of the printing inks are super-imposed upon those caused by the poor reproduction characteristics. cess has been developed by which screen positives are made directly from mono-chrome or colored originals. A screen negative exposure is made in the ordinary way: the negative is developed in a color developer and the silver image is bleached without removing the silver halide from the originally unexposed areas. The plate is replaced in the camera without the screen and given a second, positive forming, exposure partly to the original and partly to white paper. The positive image is developed to silver in a high contrast developer and the plate is fixed to leave a silver screen positive and a dye screen negative in complementary areas. Finally, the dye image is removed and the remaining screen positive has tone reproduction characteristics which match theoretical requirements very closely. In color reproduction, the screen negative exposures are made through the usual color filters but the positive-forming exposures are made in the camera to the original through filters of different colors from the negative exposures. This results in simultaneus tone and color correction. The theory and practice of this process are discussed.

An Apparatus for Masking 35 mm. Transparencies. R. Donald Reed, J. M. DeBroske and H. J. Cole. Modern Lithography 20, No. 5, May, 1952, Pages 47-9 (3 pages). The authors believe that the 35 mm. color transparency is excellent in technical quality, but leads to difficulty in reproduction because of the registration problem when masks are used. To solve this, they have developed an accurate device to facilitate registration that is discussed in some detail.

Dyed Film Emulsions Aid in Producing Stepped Multiple Positives and Negatives. Otis W. Muckenfuss. Modern Lithography 20, No. 5, May, 1952, Pages 37 and 137 (2 pages). The making of multiple image glass print and photolacs on step and repeat machines is discussed. The author outlines a method using dyed film to overcome some of the problems inherent in these processes.

Planographic Printing Processes

*Bimetallic Printing Forms. 2,584,317. Claes B. Aller. Chemical Ab-stracts 46, No. 10, May 25, 1952, Column 4406. Bimetallic printing forms used planographic printing are made by de-positing electrolytically a metallic protective image (I) on the surface of a galvanically deposited intermediate metal layer (II) which rests on the base layer (III) of a different metal. The adhesion between these layers is enhanced by thin layers of Ag. II is Cr, a Cr-containing alloy, or stainless steel as water-retaining metal and III is Cu, brass, or bronze as ink-retaining component. In this case I is Fe, Pb, Sn, or their alloys. The etching agent (IV) which is to dissolve the unprotected portions of II but not I or III, is HCl in this case. If, however, II is Cu, then IV is CrO₂. When II is Cu, Zn and Cd can be used as I, if IV is a sulfidizing agent, such as alkali metal sulfide or polysulfide, which converts II into an easily removable sulfide. I is removed before printing with dild. H:SO.

Direct Image Plates. A. G. Fegert. Printing Magazine 76, No. 5, May, 1952, Pages 70-1 (2 pages). A new process for direct image plates was shown at the new plant of Standard Rate and Data Service, Inc., Evanston, Illinois. A sheet of paperback aluminum foil, grained by dry sandblasting, is placed on an inked fourpage letterpress form and an impression pulled. On its removal from the proof press, the plate is etched and gummed and then "debossed" to flatten out the indentations made by the type on the proofing press.

Zinc Versus Aluminum Lithographic Plates. Charles F. King. Inland Printer 129, No. 1, April, 1952, Pages 58-60, 98-9 and 101 (6 pages). A discussion of the advantages and disadvantages in the use of zinc and aluminum for press plates including their characteristics on the press.

*Etching Process. U.S. Patent 2,500,-014. Paul J. Hartsuch and Carl Wachtl. Official Gazette 659, No. 2, June 10, 1952, Page 464. I. The process of removing chromium from a chromium plated surface which comprises subjecting the surface to etching by applying thereto a solution containing aluminum chloride as its active ingredient and a salt selected from the group comprising zinc chloride, stannic chloride and ferric chloride as another ingredient.

*Properties of Polyvinyl Copying Interlayers (in Offset Printing). A. A. Sinegub-Lavrenko, O. Ya. Fedotova and Venkova. Poligraf. Proizvodstvo 1951, No. 11, Pages 6-9. Polyvinyl alc. coatings used in place of gum arabic and other colloids form insol, tough films natural with oxidizing agents which permit treatment of the printing form with aq. solns. For removing the film in blank spaces from Cu and Zn 2-3% HNO3 or H2SO4 is good. Removal from Al surface is diffi-cult or impossible. HCl or H2SO4 at 0.3-0.5% conen, do not dissolve the film and cause only little swelling. Apparently these acids act by reduction of residual dichromate and resulting O goes for further hardening of the films. FeCl, solns. in H₂O dissolve hardened films on strong heating and unhardened ones at lower temps.; FeCl₃-EtOH solns, do not dissolve the films. Treatment of film-coated Al with FeCl. soln, causes H evolution and the film floats off. Polyvinyl alc. made by acid hydrolysis can be used in such films for pos. copying on Al after addn. into the light-sensitive soln. of a base (NH₃ or Na2CO2). For removal of the film from blanks on Al surface, the addn. of base to pH 9.5-10 is absolutely essential. Borax added to the chromate method of hardening the films increases their soly, and swelling. Light-exposed films swell less than unexposed ones, the results being approx. proportional to duration of exposure. For best results on Al surfaces 0.15-0.16% borax is added to 3% polyvinyl alc. soln., with 3-4 NH, dichromate villy ale. soils, with 3-4 Mil distinguished as hardening agent. Chemical Abstracts 46, 10, May 25, 1952, Columns 4845-6. Poligraf. Proizvodstvo is published by U.S. Orlikov Pereulok 3, Moscow, U.S.S.R.

*Color Printing Plates. U.S. Patent 2,577,084. Harry W. Warnecke. Chemical Abstracts 46, No. 8, April 25, 1952. Columns 3436-8. Colored, screened, positive color-sepn. (monochromatic) transparencies are detachably mounted on an opaque white support to provide a color proof. If the proof is satisfactory, a black-and-white, screened negative is made from the transparencies and is used in making plates. The advantage of the method lies in the reduced time required to det. whether a satisfactory colored print will be produced.

Paper and Ink

Ink Drying—Fast or Slow. Theodore Makarius. Modern Lithography 20, No. 5, May, 1952, Pages 57 and 143 (2 pages). Before starting a job, some of the ink-should be tapped out on the stock to be used. Ink film thickness is extremely important on builty offset paper to prevent offsetting in the folding and binding operations and on coated and hard surfaced papers for the same reasons. Drier should be adjusted to give good surface drying, to avoid crystallization in multicolor work, and to avoid chalking.

Pick Testing of Offset Papers. Gordon C. Wheeler and Robert F. Reed. TAPPI 35, No. 6, June, 1952, Pages 272-6 (5 pages). The printing impression and the factors that contribute to picking of paper during printing are discussed. The press conditions that should be simulated in a pick test are printing surface, ink-film thickness, pressure, period of contact, and rate of separation of printing surface and paper. A simple pick tester has been constructed that ap-

proximately meets these conditions. It consists of an unbalanced flywheel that acts as a pendulum, causing a springloaded, inked hammer to strike the paper sample. A series of eight tack-tested inks is used, and the pressure, period of contact, and rate of separation are adjusted to give the same results as an offset press at normal printing speed.

Instrumentation Studies, LXX. A Study of Instruments for the Meas-urement of Opacity of Paper. III. The Weston Opacity Meter and the Welch Densichron, L. R. Dearth, O. H. Olson and J. A. Van den Akker. *TAPPI* 35, No. 5, May, 1952, Pages 185A-190A (6pages). For the purposes of accurate research and the needs of commercial specifications, the opacity of paper should be measured and expressed as a contrast ratio. However, where one has established a correlation between light transmission and contrast ratio for the papers in production, a light transmission instrument has the advantage of speed and may prove to be satisfactory for the mill control of opacity. The present observational study was undertaken to test this possibility, using a Weston opacity meter and a Welch Densichron. The former expresses opacity as (1-T), whereas the latter measures T, where T is the transmission of the paper. The instruments are described, and the conditions for stable operation are discussed. In order that the suitability of the instruments for the mill control of opacity might be judged, measurements of TAPPI opacity and printing opacity (both contrast ratios) were made with a standardized Bausch and Lomb opacimeter, and observations of Weston (1 - T) and and Densichron T were taken for each of a series of 38 papers differing widely in basis weight, thickness, and type. The data obtained with the latter two instruments were plotted against TAPPI opacity and printing opacity. The charts thus obtained show generally good correlation but the deviations for individual papers may, in certain instances, be rather large. The data indicate, however, that a stable transmission instrument should be effective for the mill control of opacity if its calibration for the papers in actual produc-tion is checked against a standard opaci-meter at reasonably frequent intervals.

NPIRI Planetary Rubometer, W. C. Walker and A. C. Zettlemoyer. American Ink Maker 30, No. 6, June, 1952, Pages 59-61 and 113 (4 pages). Modern Lithography, July, 1953. The purpose of rub testing, the action it should simulate, desirable features of a rubometer, and how the NPIRI planetary rubometer fulfills these are discussed. The operation of the instrument, evaluation of the results, and precautions to observe when using it are also covered.

Ink Problems Solved by Research. Joseph Curado. Printing Equipment Engineer 82, No. 9, June, 1952, Pages 73-4 (2 pages). Developments in ink setting are discussed. Cold-set inks failed because of the mechanical problems of maintaining presses at high temperatures. Heat-set inks are widely used in printing publications, but the ovens and inks required cost too much for use on daily newspapers. Steam-set inks are used in the packaging field. They are limited in speed by the diffusion rate. Other methods of accelerating drying rates are ultraviolent light,

supersonic vibrations, and ultra high frequency radio waves. None have shown too much promise. Diffusion rates limit the value of using sulfur chloride.

Lithography—General *Printing Machines. British Patent Abridgement of Specifications XVI, Page 128. A printing press has three or more generally similar printing units A,B,C,D, in series, each unit comprising an impression cylinder and a printing cylinder and means such as cylinders are provided in the lower part of the press for transferring sheets from one impression cylinder to the next and arranged so that the operator can stand in a space above said transfer cylinders and between the units, and the units are so disposed that the planes comprising the axes of the printing and impression cylinders extend upward approximately vertically, and planes in adjacent units diverging upwardly in a fanned-out arrangement. All the impression cylinders are of uniform size and the transfer cylinders are double said size, Each unit comprises also a blanket cylinder, whose axes intersect the apex of an isosceles triangle whose base lies in said plane. Sheets are fed from a feed-board by a feeding cylinder to grippers of a cylin-der and from the last cylinder to gripper bars of a chain conveyor. British patents can be secured from the Patent Office, 25, Southampton Buildings, London, W. C. 2, England, for approximately 36 cents.

Running an Offset Press, Frank E. England. National Lithographer 19, No. 6, June, 1952, Pages 52-3 (2 pages). The author discuses educational requirements for a good pressman, and some offset press problems including roller stripping, cleaning metals, bearer pressure and use of spray equipment.

How Good Is Dry Offset? Wilson B. Fiske. Printing Magazine 76, No. 1, January, 1952, Pages 82-3 (2 pages). A review of Graphic Arts Corporation of Ohio's experiences in preparing dry offset plates. Discussed are experiments with magnesium plates and some of the problems yet to be solved.

Graphic Arts—General
Some Techniques for Plant Layout.
Ralph B. Tufts. Printing Equipment Engineer 82, No. 8, May, 1952, Pages 35-7
(3 pages). A technique for making plant layout work easier is presented. It consists of placing templates of equipment on a scale drawing of the building on a plastic sheet. After arranging the templates, a permanent record is made by exposing Bruning Whiteprint Paper through the plastic.

Light and Color in the Printing Plant. Robert W. Dickerson. Printing Equipment Engineer 32, No. 8, May, 1952, Pages 31-2, 84, 86 and 88 (5 pages). Proper attention to light and color in the printing or publishing plant can produce many satisfying results. Among them are improvement in the quantity and quality of work; more attractive working quarters; more healthful and happy workers and less labor turnover. These qualities have been well demonstrated. The probability exists that equally desirable results and the satisfactory of the satisfa

(Continued on Page 122)

Quotes from the Mail

Greetings to you from Central Africa! The writer is a lithographic technician at present pioneering the litho process in this new territory. Previously I was doing similar work in the new State of Israel at the well known house of E. Lewin-Epstein Ltd. Tel Aviv. The versatility of litho was put to good use there, postage stamps, currency and other security work being one of several new fields. For this development work I received several degrees.

The problems here are very similar, but again the advantages of litho in a new territory are many.

On several occasions friends in America have assisted me when tackling new problems in the choice of materials, equipment or methods. As I am again venturing on a new field (to me) I am wondering if you can suggest someone who can offer me advice. I wish to start production of playing cards, printed Litho of course, and I am under the impression that this is a very specialized job. I would be very interested to learn in what format you lay your sheets of cards, type of stock used, inks, finishes etc., and in particular methods of "making up"-cornering, edging, collating, packing etc. I would be most grateful if you can help me in any way. The company I am associated with here is the "Rhodesian Litho Ltd."

> Frank E. Read Box 2049, Salisbury, S. Rhodesia, Africa.

A French printer, M. Leon Reard of Rouen, has asked the writer to help him gather information concerning production, plant management and the sale of printing in the United States. M. Reard is now operating with obsolescent machinery in a wooden, barracks. His pre-war plant was completely destroyed under bombing and artillery fire during 1944. A member of the French resistance from 1940 to 1945, M. Reard has rebuilt his business until it now employs 200 men.

M. Reard wants to build a new plant, install new presses . . . in fact, reorganize his entire operation along the most modern lines. But before going ahead with these plans he wants advice from progressive American printers as to what kind of presses to buy, what sort of plant to build, how to organize his shop and, especially, how to sell his services.

M. Reard has great admiration for Americans and their methods—is particularly interested in corresponding with printers who employ about the same number of men as he does. He feels that having a truly modern printing establishment would enable him to pay his employees more and would be an inspiration to other small business in Rouen. And like all patriotic Frenchmen he wants to do his part in restoring the economy of France.

Any advice and information given M. Reard will be greatly appreciated. His address is: 1 Rue de la Tour St. Andre Rouen, France

> Peter Olmsted Batten, Barton, Durstine & Osborn, Inc., New York.

A few months ago the New Zealand Government announced its intention of erecting a new Government Printing Office with a floor area of 7½ acres on a site of 12 acres, close to the city of Wellington. The proposed building, which is estimated to cost over £1,250,000, will be of one story construction and the New Zealand Government Printer, the writer will visit the United States in October and November to study building design and layout for this new factory. He will be accompanied by an architect from the Ministry of Works.

During the 6 to 7 weeks he is in the United States, he also will investigate types of plant and equipment that will be required for this new factory. Suppliers of machinery and equipment desiring to see the writer during the time he is in the United States should address communications to him, c/o The New Zealand Trade Commissioner, Dupont Circle Building, 1346 Connecticut Avenue, N.W., Washington.

R. E. Owen Government Printer Wellington C. I., New Zealand

I thought you might be interested in the negotiations which I have been carrying on through our local Senators and Congressmen in Washington relative to an offset plant which had been set up in the Bridgeport factory of the Avco corporation. This plant which consisted of complete camera, plate making, and press equipment was loaned to the Avco corporation by the Air Force. Press equipment at the moment runs up to 17 x 22, but a 22 x 29 has been on order.

My complaint to Washington was based on the fact that we local printers do not particulary appreciate the government using our tax money to suppy large industries with free printing equipment, same equipment to be used to deprive us of business which rightfully belongs to the commercial printer.

We have had considerable correspondence and the P.I.A. and N.A.P.L. have been interested in the matter. Eventful results you can see from the enclosed newspaper clipping. It is my feeling that such plants have no place in the manufacturing of government material, and I feel sure that if various printers and lithographers throughout the country in whose cities and towns such installations are located today, would protest to their Senators and Congressmen we could remove this unfair competition, and that the industry in general would be much better off.

Just how many of these plants are in existence throughout the country I do not know, but I am sure that this local setup is not the only one.

Hubbard, Inc. Lithographers, 873 Wood Ave., Bridgeport 4, Conn.

The newspaper clipping to which Mr. Hubbard refers. is from "The Bridgeport Post." July 22. which states that the Avco offset plant is being removed and replaced with "less expensive duplicating equipment." It states; "Col. Frederic H. Miller. Ir., of the Office of the Secretary of the Air Force. has informed Senator Brien McMahon (Conn-D) that the present printing equipment at Avco will be removed and replaced with less expensive duplicating facilities.

'Upon reviewing this matter, we found it quite clear that the press and related equipment in fact constitute a printing plant.' Col. Miller said.

It is contrary to our policy to install such expensive facilities in contractors' plants. We are satisfied, however, that the requirements at Avco do justify some equipment. We have therefore decided to remove the present printing equipment and replace it with less expensive duplicating equipment, which will serve the requirements at Avco. Such other duplicating equipment is now available in Air Force storage."

Anybody else have any comments on the subject?

Kodak Returns to "Fair Trade"

Eastern Kodak Co., Rochester, N. Y., last month announced it was issuing new "Fair Trade" agreements to its photographic dealers in the 45 states whose laws permit such agreements.

James E. McGhee said the company reinstated its policy of uniform retail prices because of the McGuire bill passed at the recently-ended session of Congress, which "clarified" the law. He said Kodak dealers prefer to operate under such agreements.



4 color offset reproduction

WARREN'S Lithographic Papers

Silkote Offset • Offset Enamel • Overprint Label C1S • Lusterkote

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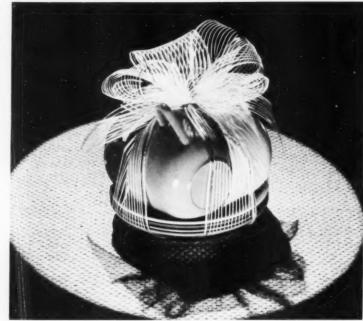
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CHICATTANOGG, TENS.
DAYTON, OHIO
DENNER, COLD.
DES MOISES, IOWS.
DETROOT, MICH.
DUBEQUE, IOWA.
DUBEQUE, IOWA.
DUBEQUE, IOWA.
CHICATER, CAL.
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EXPORT AND FOREIGN

EXPORT AND FOREIGN
NEW YORK CITY (Export) National Paper & Type Co.
80 sities in Latin America and West Indice.
New York Citry (Export) Moller and Rothe, Inc.
20 countries in Latin America and West Indice.
New York Crey (Export) Muller & Phipsy (Asia) Ltd.
Belgian Cong., Barma, Ceslon, China, Hong Rong,
Icland, India, Malaya, Philippine Islands, South Africa.
AUSTRALIA
NEW ZEALAND
B. B. B. B. B. L. L. L. L. L.
HAWAIIAN ISLANIS
HAWAIIAN STANIS



rtesy The Dow Chemical Company

WARREN'S

Lithographic Papers

Silkote Offset • Offset Enamel • Overprint Label C1S • Lusterkote

WARREN'S Offset Enamel and Warren's Overprint Label are double coated papers produced by a new method.

Two separate coatings are applied to produce Warren's Overprint Label. Warren's Offset Enamel receives two separate coatings on each side. The double coat improves the printability and the uniformity of the papers, and thereby raises the potential of lithographic reproduction. Warren's Overprint Label is pre-conditioned by an exclusive process.

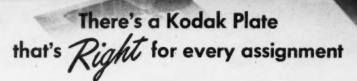
Warren's Silkote Offset is a new paper designed for the reproduction of pictures by offset lithography. Silkote Offset has the appearance of a wove offset paper but offers a printing surface that gives more brilliant reproduction. It also possesses a high degree of dimensional stability.

Warren's Lusterkote has a mirror-like glossy surface that contributes brilliance to the highlights and colors in lithographic reproduction.

Write for free booklet-"How Will It Print by Offset"

S. D. WARREN COMPANY · BOSTON 1, MASS.





Kodak plates offer uniform dependability that means predictable exposure and processing qualities. They offer a wide choice of trade-tested emulsions—each best in a specific range of photomechanical jobs. This variety and dependability can give you better results, save you time and money.

Here are brief descriptions of the work each Kodak plate does best. Your Kodak Graphic Arts dealer is ready with more information—and Kodak plates, too.

Kodolith Ortho Plate . . . for line and halftone work, this high-contrast, orthochromatic plate is valuable for size-holding and exact register.

Kodeline Controst Process Ortho Plate... high speed and high contrast for line and halftone work from black-and-white originals.

Kodeline C.T.C. Pen Plate . . . for making line and direct-screen halftone color-separation negatives from color copy; a thin-coated, panchromatic plate with very high contrast and speed.

Kodak Super Ortho-Press Plate . . . for brilliant negatives in work requiring high speed. In the Kodak Fluorescence Process, a fast-working material for making the magenta- and yellow-printer separation negatives.

Kodak Infrared-Sensitive Plate... for making the continuous-tone "black-printer" in photomechanical color reproduction. *Koduk Panchromatic Plate . . . for making color-separation negatives. Its moderately high contrast, medium speed, and graininess are suitable for making blue- and green-filter color-separation negatives for the Kodak Magenta Masking Method.

*Kodak 33 Piste . . . for continuous-tone positives (or masks) this fine-grain blue-sensitive plate has moderate speed and moderately high contrast.

*Kodek Separation Negative Plate, Type 1 . . . a long-scale, Type B panchromatic emulsion for making color-separation negatives (and low-contrast corrective masks).

*Kodak Tri-X Panchromatic Plete, Type B . . . very fast, panchromatic, with moderate contrast and long scale, for making color-separation negatives (and low-contrast corrective masks).

*Types starred are also available with a matte emulsion which permits pencil retouching without using resouching fluid.

EASTMAN KODAK COMPANY
Graphic Arts Division, Rochester 4, N. Y.

Kodak



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Over fifty years experience is at your disposal. Let us consult with you regarding automatic feeders, coaters, synchronizing drives, conveyor ovens and automatic strippers.

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WAGNER LITHO MACHINERY

Metal Decorating Machinery

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Division

METAL DECORATING

50 Million Cans Can't Be Wrong

Yearly production of lithographed cans ranges up from that figure at the Hollingshead plant in Camden, N. J.

By Joseph W. Dragonetti

Philadelphia

THE R. M. Hollingshead Corporation of Camden, N. J. is widely known as the world's largest manufacturer of automotive, aircraft, household and industrial maintenance products, but few people realize that it is also a large lithographer of metal.

Recent modernization and expansion of Hollingshead's metal lithographing department points up the extent of this phase of the corporation's business, which comes under the Litho Can Division.

Hollingshead has been doing its own lithography since 1902. It has been doing work for the outside trade since 1938. At that time, because it had the necessary capacity, it was decided to do outside work. The machinery and methods of operation enabled the corporation to take care of not only its own great volume but to sell additional lithography to the trade. Recently, this additional business necessitated the expansion of the facilities at the Litho Can Division plant, 16th and Mickle Streets, Camden.

Exact figures of Hollingshead's outside lithography business are not available, but an idea of the scope of the department can be obtained from the fact that the corporation makes 50,000,000 to 75,000,000 cans a year for its own products, all of which have to be lithographed.

To take care of this inside as well as outside work, the company, according to E.R. Byers, manager, Litho Can Division, has had to increase the space of its lithograph department from 17,000 to 34,000 square feet and add \$250,000 worth of equipment.

One of the big items in this expansion program was the addition of a new line. It includes a Hoe 32-36" tandem press, and has a Wagner Litho oven, handling 70 to 90 sheets a minute.

There are also 3 single color Hoe presses. Each press has a varnish machine for wet inks varnishing. The presses can handle 55 to 70 sheets a minute. Three coating machines for base coating operations also are maintained. All coating machines and ovens are Wagners.

From 1 to 10 colors are lithographed on cans, signs, bottle caps and toys. The capacity of the entire lithograph department on both outside and inside work is 2700 to 4200 sheets per hour per press, depending on type and color.

The entire department was previously housed on one floor of the Litho Can plant. It now occupies two floors and room has been provided for further expansion of the press area.

This same arrangement holds true in the coating and lacquering department. New equipment here includes a coater and oven, fully automatic, including a Dexter feeder and stacker. Additional equipment for this department is being considered for the future. Two other coaters and ovens also are in this department.

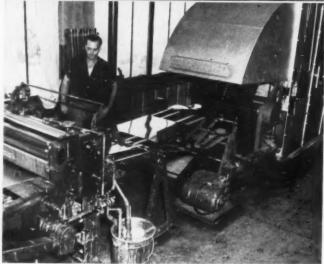
The platemaking department recently was moved from the fifth to the third floor to provide 50 percent more space.

Hollingshead's lithograph department now employs 32 people. Part of the department, according to Mr. Byers, is working on two shifts. It now occupies two floors of the 5-story Litho Can Division plant, which has facilities for loading eight freight cars right inside the building.

The can division itself is one of the most complete establishments of its kind in the East. In addition to lithographing, it fabricates cans for all Hollingshead products. It also makes lithographed cans for the outside trade. In other cases, it makes plain cans, and in still others it just lithographs flat metal sheets for outside customers. The corporation keeps separate records on its outside work and the operation is run like a trade business. Outside work is solicited.

Mr. Byers said the further expansion of the lithograph department for outside as well as inside work depends on the metals supply. Currently, like most metal fabricators, the Litho Can Division is operating





Two views of some of the production units at Hollingshead

under government control of materials.

"Most people in the business world at least," said Mr. Byers, "know that Hollingshead is the world's largest manufacturer of chemical maintenance products, but probably few in the litho trade realize that we have such an extensive metal lithographing department. It has been growing constantly, keeping pace

with our own needs and the needs of the outside trade."

Growth of the Litho Can Division and its lithograph department has been only one of the many fields in which the Hollingshead Corporation has forged ahead since the company was founded in 1888.

From the summer-time adventure of a boy, still in his teens, making and selling harness soap locally only, this business has grown until its many products, attractively canned and labelled, are sold throughout the world.

With 50 cents worth of ingredients, and the use of his mother's kitchen, R. M. Hollingshead, Sr., who founded the business, made the first of the corporation's famous Whiz Products.

The original factory has grown continually, until today, the corporation owns and operates the main plant at Sixteenth and Mickle Streets, Camden, the River Road plant used for dry fillings; the Rubbert plant; its own garage—all in Camden, New Jersey and two large Canadian plants at Bowmansville, Ontario.

From about 100 square feet of floor space in its original plant, the various plants now cover more than 13 acres. In addition to its plants, the corporation has its own 8-story administration building at 840 Cooper Street, Camden.

Not only has there been steady growth in plant and equipment, but there has also been tremendous growth in the line of Whiz Products. From one product when the company founded, Whiz now produces at least 500 different formulas.

The R. M. Hollingshead Corporation is now the parent company of nine subsidiary divisions, including the Litho Can Division, which pioneered in the can industry and whose lithographed labels are well-known in many an American and foreign household.

R. M. Hollingshead, Jr., is chairman of the board of the corporation. Stewart Hollingshead is chairman of the executive committee and Wilbur H. Norton is president.

On its outside work in the lithograph department, Hollingshead services accounts in the East, principally in the Philadelphia-Camden metropolitan area. Mr. Byers handles the sales for this business.

He is well known in metal lithography, and has been manager of Hollingshead's Litho Can Division since 1945. He joined the corporation as superintendent in the lithograph department in 1934. He has been in the lithograhy field since 1915 when he started with the Ritter Can Co. in Philadelphia. He later went with the Acme Co., which was taken over by the Crown Can Co. in 1935. Mr. Byers is a member of the Litho Club of Philadelphia and of the National Metal Decorators Association.

Wheeling Advances Bates

W. M. Hall, general sales manager of Wheeling Steel Corp., Wheeling, W. Va., announced during July that C. E. Bates has been appointed assistant manager, Tin Plate Sales Division, in charge of metal decorating. Mr. Bates is assuming all the responsibilities of the late Irving J. Koehnline, Mr. Hall said.

J. E. Boddy, recently with the company's Container Sales Div., has become assistant to the manager of the Tin Plate Sales Div., specializing in metal decorating sales.

Markets White Coating

A new general purpose white roller coating for use on large area cans and five gallon pails, has been announced by Gordon Bartels Co., 402 Kishwaukee St., Rockford, Ill. Features claimed for the product include good printing quality, opacity when used on black plate, and good mileage. The company offers a sample for testing.

Adds Press in Portland

The Portland, Oregon, plant of Continental Can Co., recently purchased a Hoe two-color metal decorating press.

Plan Oct. Screen Exposition

"The Exposition of Screen Process" is the theme of the fourth annual convention and exposition of the Screen Process Printing Assn., International, to be held October 25-29 at Hotel Sherman, Chicago. An attendance of 5,000 processors, suppliers, advertisers, agency men, artists, printers and others is expected, according to advance plublicity. The association is located at 549 W. Randolph St., Chicago.

Steel Strike Canning Threat

Although canners were given top priority to obtain tin plate for canning perishable crops, the food industry was concerned during July about obtaining enough cans for the current pack. Government men were trying to find means of obtaining enough cans in spite of the recent steel strike.

The National Production Authority acted on June 30 to give canners top priority for tin plate cans, and it also suspended a regulation that had specified what weights of plate could be used for canning certain food items.

Caspers Earnings Down

Caspers Tin Plate Co., Chicago, with its subsidiaries included, reported consolidated net earnings of \$208,-735 or 61 cents a share on outstanding stock for the six months ending June 30, 1952. For the comparable 1951 period net earnings were \$344,-279 or \$1 a share.

Continental Net Declines

Continental Can Company, Inc., for the June quarter this year reported consolidated net earnings of \$2,-854,932 after \$2,692,948 taxes, Gen. Lucius D. Clay, chairman of the board reported. The earnings are equal, after preferred dividend requirements, to 83 cents a share on 3,167,058 common shares and compare with \$3,446,885 or \$1.05 each on 3,161,151 common shares for the same three months of 1951, when taxes were \$5,170,331.

Commenting on the results, General Clay said that while the company had expected lower earnings as a result of government steel allocations, it had looked to increased volume of business for the second half of the year. The prolonged steel strike, however, indicated that activity in the second half of the year will be affected by lack of steel.

The company's net sales for the June quarter were \$114,096,383 against \$112,279,566 a year ago.

Canco Net Doclinos

American Can Company reported a net income of \$10,315,428, equal to 82 cents a common share, for the first half of 1952. This compared with net earnings of \$11,831,332 or 95 cents a share for the first six months last year.

Sales totaled \$244,703,188 as against \$228,471,709 during the first half of 1951.

For the June quarter American Can reported net income of \$5,111,-381, equal to 40 cent a share — compared with \$5,609,914 or 45 cents a share a year earlier.

Upstate Firms Add Presses

Holling Press, Inc., Buffalo, recently installed a Harris 17 x 22" offset press. Almarco Printing Co., Geneva, N. Y., put in a Harris 22 x 34" press.

Form Ft. Worth MASA

Formation of a Fort Worth, Tex. chapter of the Mail Advertising Service Association International has been announced by officials of the organization of lettershop producers.

Hassell Edwards, of Advertising Letter Service, Fort Worth, has been elected president of the Fort Worth Chapter. Jack Ball, Southwest Printing & Letter Service, was elected vice president and Mrs. Jess Davis Guffee, Down Town Letter Service, secretary-treasurer.

Add 17 x 22s in Florida

Harris 17 x 22" offset presses were added recently by Knight Brothers Paper Co., Jacksonville, Fla., and by Johnston Litho & Engraving Co., Tampa.

Atlanta Man Dies

Maxwell Zurndorf, 81, who at one time managed the Atlanta office of the U. S. Printing & Lithograph Co., died July 1 in that city. A native of Baltimore, he went to Atlanta in 1937, and retired in 1946.

Hughes Adds Small Press

Gordon M. Hughes, Dallas, Tex., recently added a Harris 17 x 22" offset press to his facilities.



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TO COAST

Analyzing the Job

LITHO PRODUCTION

by Theodore Makarius

HE time and money invested in preparing an offset job for the press usually is well spent. If the planning department, in cooperation with the plate department and pressroom, discusses all phases of the job, a definite procedure can be established.

The type of stock to be used and its condition generally will indicate some of the difficulties which may be encountered during the run. For example, a very thin sheet of paper can retard production if close register is required or if the ink coverage is heavy. On the other hand, regardless of weight, if the paper does not lay flat on the skid or in the case, the same problem will present itself.

The layout for the job should be checked carefully by the platemaker and pressman, and if perfect color matching is essential, the necessary time involved should be taken into consideration. Excessive press washups may also be required should the sequence of colors mean going from dark or dirty colors to light or clean colors. It will take longer to clean a press that has been running dark colors for any length of time than one that changes frequently from light to dark colors.

When a job with large solid areas of ink coverage is to be run on coated paper the press should be cleaned well to avoid hickeys or spots of dirt appearing in the solids.

Paper lint and hardened ink should

(Some subscribers have been sending questions to Mr. Makarius regarding press operation and shop methods. He has agreed to reply to these questions, and selections from them will be published from time to time. Address questions to Theodore Makarius, c/o Modern Lithography, 175 Fifth Ave., New York 10, N. Y. Editor.)

be removed from all the tie rods and ends of the rollers and spindles. The ink fountain blade and drip pan also should be examined before starting the job. Unless the feeder mechanism is cleaned periodically of dust and lint it must be done before attempting to run solids on coated paper.

If the job has large blank or nonimage areas that are to be kept free from dirt smudge or oil stains, the blower and suction hose of the feeder mechanism should be cleaned thoroughly beforehand. It is imperative that this be done as the resulting damage may not be detected until too late. The sheets on the examining table may not be affected since the spots or dirt will not appear on every sheet.

The condition of the blanket also must be considered as some jobs demand better blanket surfaces than others for satisfactory results. While many jobs will run better with a blanket that has been "broken in". others cannot be run from a blanket that has swollen image areas. On coated paper, for instance, a slight puffing or swelling in the blanket can affect the printing and cause the sheet to stick to the blanket. This condition may even prevent the color from drying evenly. Should the swollen portion of the blanket occur in the image position, the ink in that area may not dry, and often will chalk.

If large solids are to be run it is essential to have good clean dampers. However, it is difficult to run solids with brand new dampers due to the lint. A new set should be put into the press a day or two before starting the job; the best way to do this is to put in one damper at a time and break it in for three or four hours before putting in the next.

The size of a sheet and the work area on an earlier job should be checked when the next job is scheduled for the press. If a previous job has been run on a smaller sheet and the quantity was large, the chances are that the blanket has a ridge cut into it by the edges of the small sheet. This indenture or ridge will show in the work area of the next job. Regardless of the length of the previous run, and even if the blanket had not developed a ridge, the ends of the blanket beyond the edge of the sheet will have swollen, causing a difference in pressure between those areas on both sheets. This difference

may be the cause of uneven printing, sheets wrinkling and possibly misregister. This is particularly important when running coated paper.

In analyzing a job for the offset press, full attention should be given to the size of the sheet. When a maximum sized sheet is to be used it will be more difficult to dampen the plate if the work area extends to the extreme ends of the plate. There is a very small gap between the cylinder surface and the bearer on most presses. Also, the ends of the dampening rollers are slightly rounded which cuts down their length somewhat on the outer surface. The

extreme ends of the dampers must perform properly to keep the ends of the plate from collecting ink.

It would be impossible to run a job on a full size sheet if the previous plate had been run with mourning bands on the ends. Mourning bands usually develop when running small sheets as the blanket has a tendency to swell beyond the area of the paper. The extra pressure between the plate and blanket caused by the swelling will squeegee the plate dry in that area. The obvious thing would be to use new dampers to overcome this difficulty.**

Engravers & Lithographers Equipment Co., Div. of Consolidated-Hammer Dry Plate & Film Co.; Ralph C. Coxhead Corp.; Craftsman Line-Up Table Corp.; E. I. du Pont de Nemours & Company, Inc.; Eastern Graphic Arts Supply Co., Inc.; Eastman Kodak Company; Electronic Mechanical Products Co.; Fitchburg Paper Company, Fuchs & Lang Mfg. Co., Division Sun Chemical Corporation; William Gegenheimer Company, Jos. Gelb Company; The Gevaert Company of America, Inc.; Godfrey Roller Company; Harris-Seybold Company; Huebner Laboratories; Philip A. Hunt Company; Interchemical Corporation, Printing Division; C. Walker Jones Co.; berly-Clark Corporation; Lanston Monotype Machine Co.; E. P. Lawson Co.,

Also: Litho Chemical & Supply Co., Inc.; Macbeth Arc Lamp Co.; Miller Printing Machinery Co.; The Moreland Corporation; nuArc Company; Oxy-Dry Sprayer Corp.; Phillips and Jacobs; Harold E. Pitman Co.; Precision Engraving Co.; Roberts & Porter, Inc.; Harry H. Rogers Co., Inc.; Rutherford Machinery Co., Division Sun Chemical Corporation; Sinclair & Valentine Co.; The Strong Electric Corp.; Vulcan Rubber Products, Inc.

Benjamin "Oscar" Franklin to Reward Self Advertising





In order that the winners of the Printing Industry of America, Inc. 1952 Printers Self Advertising Lithographers' Awards would have a suitable keep prize money has been used, the spon-sors searched for a good likeness of Benjamin Franklin, in the form of tte. Their search ended at the Richard Club in Philadelphia statuette. where they found Arthur Bloch, Sr. where they found Arthur Bloch, Sr., who is now director and chairman of the historical committee of the Poor Richard Club, having retired as president of Snellenburg's, one of Philadelphia's largest department stores. Mr. Bloch is a collector of Frankliniana, and is owner of one of the best statuettes of Franklin (above) that was ever cast. Mr. Bloch loaned his work so it could be copied and used as a permanent symbol and as an award for the P.1.A, Exhibition. There will be nine of these statuettes given as prizes at the exhibition to be held at the Printing Industry of America Annual Convention, October 12th to 18th, Chase Hotel, St. Louis, Missouri. The Miller Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa., is sponsoring the exhibit, The deadline for entries is September 19.

Left to right, Major Judson R. Clayton, manager of the Poor Richard Club, Philadelphia, Arthur Bloch, Sr., director and chairman of the historical committee and owner of the statuete; W. W. Hicks, Philadelphia branch manager of Miller Printing Machinery Co., accepting loan of statuette for P.J.A.; and Clarence W. Cranmer, chairman of the library committee.

MASA Sold Out

All exhibition space for the 31st annual convention of the Mail Advertising Service Association International, which meets at the Shoreham Hotel, Washington, D. C. Oct. 4-7, has already been sold, the organization has announced.

Among exhibitors who will have displays at the convention are: Harris-Seybold Company: Russell Ernest Baum; Rotaprint U. S. A., Inc.; Don A. Moler, distributor; Remington Rand, Inc.; Minnesota Mining & Mfg. Co.; A. B. Dick Company; Ralph C. Coxhead Corporation; Thomas Mechanical Collator Corp.; American Automatic Typewriter Co.; Chicago Manifold Products Co.; Arthur Thompson & Co.; Hanley Manufacturing Co.; Felins Tying Machine Co.

International Business Machines Corp.; Elliott Addressing Machine Corp.; National Bundle Tyer Co.; The Shallcross Company; Addressograph-Multigraph Corporation; Abe Mitchell; Duplicator Corp.; J. Curry Mendes Corporation; Addressing Machine & Equipment Company; Goes Lithographing Co.; Times Facsimile Corporation; Andrew Paper Co.; and Rex Rotary Co.

41 Firms To Exhibit

Forty-one supply and equipment firms had signed up for exhibit space by late July for the annual convention and exhibition of the National Assn. of Photo-Lithographers, Walter E. Soderstrom, executive vice-president, announced. The event will be held November 5-8 at the New Yorker

Hotel, New York. The theme of the convention program will be "More Sales at a Profit."

Exhibitors as announced last month by NAPL, include:

American Type Founders, Inc.; Ansco, a Division of General Aniline & Film Corp.; Russell Ernest Baum, Inc.; Bourges, Inc.; Bridgeport Engravers Supply Co.; Calculagraph Co.; Consolidated Photo

BOUT THE TRADE

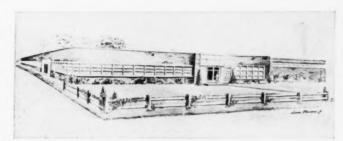
Lists 289 Research Projects

New research programs and projects totalling 111, in addition to 178 previously reported programs, are listed and described in the Research and Engineering Council's publication RS-3, "A Listing of Research and Engineering Programs Pertaining to the Graphic Arts" which is being distributed to Council members. The programs and projects reported by 78 sponsoring organizations and companies are divided into 12 general divisions as follows: bindery, color, composition, dry relief offset, gravure, ink, offset, lithography, paper and packing materials, photography, plates, presswork, and printing processes and miscellaneous. Under each division first are listed the new projects not reported in the previous listings. These are followed by projects which had previously been reported, and where progress has been made, it is so noted.

The primary purpose of this publication is to furnish a means to companies and organizations interested in or engaged in graphic arts research to eliminate and avoid duplication of expense and effort.

A new plan for releasing the listings of research and engineering programs and projects has also been adopted. Under this new plan a complete listing will be published every two years. At six-month intervals a supplemental report containing new projects, and information on completed projects, will be issued. Members of the Council will automatically receive these reports without charge.

While members of the Council receive these publications at no charge, single copies are available to the industry generally at \$1.00 per copy. The Research and Engineering Council is at 719 Fifteenth Street, N.W., Washington 5, D.C.



New Clifton Plant Nears Completion

This architectural sketch shows the new plant in Cliffon, N. J. of Deluxe Check Printers, Inc., New York, which is sched-uled for completion this month. The company plans to move in during September, with no interruption of produc-tion schedules. The building will provide 54,000 square feet of space on one floor for offices, litho plate department and pressroom, imprinting line, bindery and shipping departments. The roof is of slab pre-fabricated construction. office will have complete Wakefield

lighting, and dehumidifiers are installed in the plate and press rooms. A conveyor belt system will be used to facilitate production. There also will be an

tate production. There also will be an employee cafeteria, and room for additional expension in the future. The firm has 150 employees.

The new building is situated on a three acre plot, with the building occupying about two acres, and one remaining being planned for employee

Plans Advance for Pkg. Show

The importance to management of scientific protective packaging and materials handling as profit-making functions will be emphasized at the seventh annual Industrial Packaging and Materials Handling Exposition in Chicago's famous Coliseum next Oct. 14, 15, and 16.

"Making Profits through Packaging and Materials Handling" will be the theme of the exposition. A feature will be the annual protective packaging and materials handling competition.

Outlines Companies' Financing

Six printing and lithographing firms obtained \$6,300,000, and two printing ink manufacturers \$2,000,-000, from life insurance companies and other long-term investing institutions in 1951, according to The 1952 Yearbook of Private Placement Financing published June 30 by E. V. Hale & Company, Board of Trade Building, Chicago 4.

Largest loan in the printing and

lithographing group went to Consolidated Lithographing Co., which sold \$1,700,000 4% 15-year first mortgage bonds to a life insurance company. Others included W. F. Hall Printing Co., \$1,500,000; Cuneo Press, Inc., \$1,000,000; Printers Sales Corp., \$800,000; Book Production Industries, \$700,000; and Revnolds & Reynolds, \$600,000.

Mich. Firms Add Presses

The Madison Co., Detroit, recently completed the installation of two presses and a cutter. A Harris 35 x 45" two-color offset press and a Harris 17 x 22" were added, as well as a Seybold 34" cutter.

Seemann & Peters, Inc., Saginaw, Mich., put in a Harris 17 x 22" offset press, and a Seybold multiple spindle drilling machine.

Natl. Process Adds 4-Color

A Harris 50 x 7" four-color offset press was installed recently by National Process Co., in its plant at Clifton, N. J.

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F & L Collection to Columbia

The Fuchs & Lang collection of old lithographs and books on lithography recently was presented to the Columbia University libraries in New York by Sun Chemical Corp., parent firm of the Fuchs & Lang Mfg. Co. The gift was announced jointly by George W. Ullman, president of Sun, and Grayson Kirk, vice president and acting head of Columbia.

The collection was begun in 1911 by F & L, and includes many rare and valuable prints in both color and monochrome, as well as two copies of Alois Senefelder's first edition of Lehrbuch der Steindruckerey, published in Munich in 1818. This original treatise on the newly developed reproduction process also is in the collection in an English translation published in London in 1819. Also included are several of Senefelder's reproductions.

For several years, when F & L was located in Manhattan, New York City, a large room was devoted to a display of the collection. The company moved with Sun Chemical Corp. to Long Island City several years ago.

The collection was given to the university in the belief that maximum use could be made of it there, as Columbia already has one of the largest and most complete graphic arts collections in the U. S. They include the typographic library and museum donated by American Type Founders, which includes over 17,000 volumes on typography and related subjects. In all, the Columbia collection includes about 30,000 volumes and over 100,000 items, collected over a 200 year period.

Plan Gravure Media Forums

Two forums on the use of gravure media, sponsored by the Gravure Technical Assn. are to be held at the Barbizon Plaza Hotel, New York, October 14 and 21, Len S. Pinover, president, announced in July. The forums are planned to inform production men, artists and others on techniques used in gravure reproduction. The first session on October 14 will be devoted to gravure magazines, and the October. 21 session will cover

Sunday newspaper supplements

The Gravure Technical Assn. is located in Room 4800, 30 Rockefeller Plaza, New York.

Type Man to Tour U. S.

Dr. G. W. Ovink, (right) type specialist and art director of Type-foundry Amsterdam, will tour the United States this fall under the aegis of American

this fall under the aegis of American Type Founders. Time is being made available for talks on type in many of the larger printing centers.

Dr. Ovink will tell his audiences about new advances in type designing in

type designing in Europe. He will also discuss ATF's new type faces, since his company is an ATF licensee and ATF acts as sales agents for Typefoundry Amster-

dam in this country.

Dr. Ovink became a consultant in the psychology of advertising and publicity and in typography upon receiving a university degree. He interrupted this work for military service, and was attached to various printers' organizations, where he worked in educational, editorial and personnel activities. He is permanent secretary of the Dutch "50 Best Books" jury, member of the American Institute of Graphic Arts, instructor at the Plantin Institute of Printing and Graphic Arts in Antwerp, and author of numerous articles on the history and aesthetics of printing and type design.

The itinerary arranged for Dr. Ovink includes New York, Boston, Detroit, Cincinnait, Chicago, San Francisco, Los Angeles, Dallas, St. Louis, Atlanta, Washington, Baltimore and Philadelphia. The tour will start on September 2, and end in Toronto and Montreal the last week in November.

Because his tour is limited to approximately three months, it is impossible for Dr. Ovink to accept many invitations to speak in cities not on the schedule Craftsmen's Clubs, Typophiles and other graphic arts groups planning fall programs and interested in hearing Dr. Ovink may obtain detailed information on his scheduled appearances from Frank Gerhart, Advertising and Sales Promotion Manager, American Type Founders, Inc., Elizabeth B, N. J.

Goulds Killed in Crash

John G. Gould, 39, a New York graphic arts machinery importer, and Mrs. Gould, were killed near Wilmington, Del. July 13 when their private plane crashed after a take-off from duPont airport. They were returning to New York after a vacation trip. Mr. Gould formerly was sales manager of Printrade Machinery Corp., New York graphic arts machinery import and export company. He formed his own firm about a year

ago at 15 Park Row. He was agent for the Soldan Bronzemaster, bronzing machine, and other equipment.

During July no announcement had been made concerning the business, and telephone calls were being directed to the Printrade Machinery Corp.

Natl. Carbon Advances Two

P. M. Buhrer and C. O. Kliensmith have been appointed executive vice-presidents of National Carbon Co., a division of Union Carbide and Carbon Corp., according to an announcement by A. S. Johnson, National Carbon's president. Both Mr. Buhrer and Mr. Kleinsmith have been with National Carbon Co. for many years, Mr. Buhrer having been associated with research and development activities and Mr. Kleinsmith with sales.

Mr. Buhrer was born in Tiffin, Ohio, and was graduated from Johns Hopkins University in 1923 with a Bachelor of Science degree in Chemistry. He entered the National Carbon organization that same year as a development engineer in the Company's Research Laboratories in Fremont, Ohio. Most recently he was assistant general manager of National Carbon Co. and vice-president and director of National Carbon Limited.

Mr. Kleinsmith entered the National Carbon organization in 1914, and later served in World War I. In 1944, he was appointed vice-president of National Carbon Co. Mr. Kleinsmith was born in Cleveland, Ohio, and attended Case Institute.

Scott Joins R-K-S

George W. Scott has joined the sales staff of Rogers Kellogg Stillson, Inc., New York printers and lithographers. Mr. Scott had been with Steidinger Press, Inc. in a similar capacity for the past six years. Rogers Kelogg Stillson, Inc. and Publishers Printing Co., as a result of a manufacturing merger completed about two years ago, are said to operate the largest combined offset and letterpress commercial printing plant in the metropolitan area.

Your Next Offset Press-

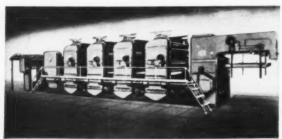
while printing one job
can color plates
be preregistered
for the next job?



While a HOE SHEET-FEED OFFSET PRESS is printing from one set of plates, other color plates can be *preregistered* to each other on a special metal table (patented), which simulates the plate cylinder for register purposes.

The Hoe lock-up system then permits such preregistered plates to be locked on the plate cylinder in a fraction of the time ordinarily required.

DUILLA TEBEST



Of unit construction, the Hoe Sheet-Feed Press — printing 50" x 72" sheets — is available either as a single unit or a two, three, four, five or six unit press.

Other exclusive features of Hoe Sheet-Feed Offset Presses include —

- travelling gripper bars that convey the sheets non-stop — through all the printing units, insuring unvarying accuracy of registration.
- consistently accurate side register by a vacuum device — eliminating the necessity of depending on the stiffness of the sheet.
- automatic rejection at regular running speeds of misregistered sheets before they enter the first printing unit.
- push-button register control, that shifts individual plate cylinders horizontally or circumferentially, operatable either when press is running or is still.

Ask your Hoe representative — or write — for full details on these, and other special features, that make possible the top-quality, high-speed, production of Hoe Sheet-Feed Offset Presses.

R. HOE& CO,INC.

910 East 138th Street New York 54, N. Y.
BRANCHES: BOSTON . CHICAGO . SAN FRANCISCO
BIRMINGHAM . PORTLAND, ORE.

MODERN LITHOGRAPHY, August, 1952

Theo. Regensteiner Passes

Death brought an end in Chicago on July 15 to the long career of Theodore Regensteiner, recognized throughout the graphic arts world as "The Father of Four-Color Printing."

Mr. Regensteiner had marked his 84th birthday anniversary just two months earlier, on May 17. Although in failing health, he had for years reported daily for a day's work at his desk as chairman of the board of the Regensteiner Corp.

On July 8 associates noticed that the summer heat was affecting him and persuaded him to return to his Lake Shore Drive residence. Next day his physician ordered him to Grant Hospital where the end came six days later.

Funeral services were held July 17. Surviving him is one daughter, Mrs. Florence Winter of Glencoe, Ill.

Mr. Regensteiner's pioneering contributions to development of color printing and his relations to lithographic color reproduction have been presented intimately in his autobiography, "My First Seventy-Five Years," which appeared in 1943.

One incident of his career he had overlooked when writing his book. It had happened in 1882 when he was 14 years old and destined shortly to emigrate along to a new home in Chicago. Rambling around his native home town of Munich, Germany, he had one day halted to watch, for the first time, the operation of a ponderous hand-powered stone press in a basement print shop.

Vividly recalling this in an interview with ML's reporter four years ago, he modestly and wistfully asked if something couldn't please be said about it in the story then in preparation for this magazine. "Just to complete the record," he said, "I never-dreamed that day that, years later, in a distant land, I would be doing this kind of printing but on a different and bigger scale."

Mr. Regensteiner's introduction to color printing came actually in 1893 when, as a youth of 25 and proprietor of an engraving service in Chicago, he saw an exhibit of 3-color printing from lithographic stones hung at the World's Columbian Exposition. "I could not believe my eyes," he wrote. So he returned with a magnifying glass which proved to



Mr. Regensteiner holds a copy of his book "11y First 75 Years." a history of color printing. This was snapped in 1944.

him that only the three primary colors, yellow, red and blue, had been used. The potential magnitude of this new printing achievement gripped his imagination. Promptly he began experimenting and the rest is printing history. Appraising his accomplishments in a foreword to the autobiography, A. E. Giegengack pointed out that, like the Wright brothers with the airplane, Regensteiner and his associates "put color printing on a workable basis."

It was not until 1912, however that Mr. Regensteiner turned his attention to application of his color reproduction process to lithographic printing from zinc plates. "It was slow, tedious work," he wrote, "to develop the offset process, as we all started practically from scratch, having a new type of machine, replacing the old type of lithographic stone press."

Three years later, in 1915 his offset press room occupied an entire floor but still he was not satisfied. "As long as we couldn't print our plates in offset as sharp and as clearly as in letterpress," he wrote, "in my opinion offset was only a second hand process."

This attitude changed in 1930, after witnessing in Berlin a demon-

stration of the then new Beka deep etch process. A contract for its exclusive use in the middle west was obtained and this, he wrote, put his company "in the forefront of American lithographers."

Tied in with his story, from this point, is the effect of his contributions to color printing by offset of picture post cards, greeting cards, playing cards, mail order catalogs, juvenile books, magazines and advertising materials generally.

"Our colortype printing," he wrote, "brought about a complete revolution in the carpet selling business." Again he tells how color printing stimulated the merchandising of shoes, men's clothing and other wares by mail; how it brought a new note in circus printing and other outdoor advertising; and how his development influenced the manufacture of printing presses, paper, inks and other essentials, particularly for lithographic work.

Sherwood Adds 2-Color

Sherwood Litho Co., Chicago, has installed a new Harris 42 x 58" 2color offset press which, according to E. H. Nelson, president, will enable the company better to handle the long run jobs that are coming their way in increasing volume. Mr. Nelson recalled that the company's founder, Alexander Sherwood, now deceased, was the inventor of the paper offset printing process, and the world's first offset press, made by the old Potter Co., in conformity with his ideas, was erected in Sherwood's shop years ago. Despite this relationship with the historic beginning of offset printing, the New Harris press, recently erected, is the first 2-color model the company has used, he said, all others to date having been single-color models.

Open German Research Unit

A new graphic arts research institute was formally opened in Munich, West Germany recently, for research and development work for printing and allied trades and supply firms. Dr. J. Albrecht is head of the institute.



"None are so bold as the timid ...



The courtship and married life of Elizabeth Barrett and Robert Browning is an inspiring victory for love and faith over hopelessness and dark despair. Virtually imprisoned in her own home by an insanely possessive father, and pronounced an incurable invalid-Elizabeth Barrett

emptied her heart to her forbidden lover in some of the most glorious love letters ever written. At last love triumphed. "None are so bold as the timid, when they are fairly roused," wrote Elizabeth. In the face of her father's certain wrath, Elizabeth

married her sweetheart in secrecy and escaped with him to Italy. With complete happiness came health-Elizabeth Barrett Browning recovered and she and her husband shared "Life. Love, Italy," Mrs. Browning's formula for happiness, for many wonderful years.

There's nothing of the perfumed elegance in modern business letter writing. Here the emphasis is on good hard facts, and effective business correspondence requires the crisp efficiency of a Gilbert letterhead paper. Tub-sized, air-dried Gilbert papers answer every requirement for sparkling appearance, strength, and crasability. There are matching envelopes, too, of the new Gilbert Envelope Bond that seals quickly and stays sealed.

Leading paper merchants carry Gilbert Quality Papers. Ask for samples.





BOND · ONIONSKIN · LEDGER INDEX BRISTOL . MANUSCRIPT COVER . VELLUM . SAFETY REPRODUCTION . BANKNOTE PAPERS

A good letterhead is always better-printed on a Gilbert Bond

File Suits on Fluorescence

Court actions are now in progress in the U. S. District Court, Northern Ill. District, (Chicago) involving the production, sale and use of advertising displays and other matter using fluorescent-coated paper. An action was filed by Switzer Brothers, Inc., Cleveland, manufacturers of daylight fluorescent materials, charging infringement of patents against a list of defendants, including Chicago Cardboard Co., Magill-Weinsheimer Co., Rand, McNally & Co., and others. The complaint charges that these firms have infringed the Switzer patents in processing and selling fluorescent coated paper. A permanent injunction and damages are asked for.

An application for intervention in the action later was filed by Radiant Color Co., Oakland, Calif., manufacturer of the fluorescent coated paper referred to in the action. The latter application charges that Swtizer Brothers have named defendants in every level of distribution and use of the paper, but did not name Radiant Color Co., as a defendant.

Radiant Color Co. decries plaintiffs' tactics in harrassing its customers. rather than in bringing suit against Radiant Color Co. itself," the application states. The application then cites a series of past court actions in which Switzer Brothers allegedly brought action against customers of the manufacturers rather than against the manufacturers of the materials in question. This has prevented real court contests on the validity of the patents, Radiant Color Co. claims.

The application also states that Radiant Color Co. is in a position to file an antitrust suit.

Swift Adds Press

John S. Swift Co. has recently installed a new Harris 35 x 45", singlecolor offset press in the litho department of its Chicago plant. J. F. Halford, superintendent of this department, said it replaces a smaller size model previously used in production of broadsides and other products. The company's main plant is at St. Louis,

Rice Joins N. Y. Paper Firm



The Milton Paper Co., New York, has just announced the appointment Peter A. Rice as special sales repr sentative, Prior to joining Milton Mr. Rice served as general sales manager

of the Printing Machinery Division, Electric Boat Company.

In making the announcement, I. Milton, president of the company, pointed out that Mr. Rice's qualifications, as well as background and familiarity with lithographic press problems, will make it possible to render special services in furtherance of the distribution of the

firm's lines of lithographic papers.
Mr. Rice's experience includes the management of the Ebco Service department, position as instructor in lithographic pressroom procedures and problems at the New York Trade School, and background as a practical lithographer for over 20 years in the capagrapher for over 20 years in the capa-cities of pressman, press foreman and press superintendent in such firms as Brett Lithographing Co., Grinnell Litho-graphic Co., Salzer & Co., and Indus-trial Lithographic Co., Inc.

The new position, which Mr. Rice is, was created as a result of the company's expanded facilities at 100 West 22nd St

Mr. Rice is an active member of the New York Litho Club, Printers Supply Salesmen's Guild of New York, and has addressed many Litho Clubs and other graphic arts organizations.

New Commander at Belvoir

Colonel Herbert Milwit has assumed command of the Engineer Research and Development Laboratories, Fort Belvoir, Virginia. A West Point Graduate, he comes to the Laboratories after a varied army career beginning in 1929. One of his most important jobs was chief of the intelligence division of the office chief engineer in the European theater of operations from June 1942 to December 1945. From this assignment he went to the office, chief of engineers, where he served both as deputy and as chief of the engineer intelligence division until May 1947.

Later he had a tour of duty with the photographic and survey section of the joint intelligence group of the joint staff. From August 1951 until June 1952 he was a student at the Industrial College of the Armed Forces.

Phila. Exhibit Continues

A summer exhibition of photo lithography has attracted wide interest at the galleries of the American Museum of Photography in Philadelphia, the museum reports.

The reproduction of oil paintings and water colors by modern multicolor photo lithography is represented by examples from the presses of Joseph Hoover & Sons, Ketterlinus Litho. Mfg. Co., McCandlish Litho. Co. and Graphic Arts Inc., of Philadelphia; R. R. Donnelley & Sons, of Chicago; and Litho-Krome Co. of Columbus, Ga.,

The "Optak" process of Edward Stern, Philadelphia, is featured by fine-art prints and brochures. The exhibit opened during the convention of the National Association of Litho Clubs May 16-17 in Philadelphia. It was scheduled to continue through the summer.

Adds Offset Division

T. A. Winchell & Company, Inc., Philadelphia printers, which recently added an offset division, has issued a broadside to publicize the fact.

The letterpress plant is still in its Cherry Street quarters in Philadelphia. The offset division is in West Conshohocken, Pa., just outside Philadelphia. Arthur A. Everett heads the litho branch.

Files Bankruptcy

Hy Grade Press & Photo Offset Corp., 17 Thompson St., New York, has filed a voluntary proceeding listing liabilities of \$44,248, and assets of \$36,170. A settlement of 100 percent, payable in monthly installments of 10 percent, was proposed.

Industrial Adds Big 2-Color

A Harris 50 x 72" two-color offset press was installed recently in the plant of Industrial Litho Co., Brook-

"Tony" Capello Retires



Anthony Capello, veteran Philadelphia lithographer and former president of the National Association of Litho Clubs, has retired after more than 30 years service with Joseph Hoover & Sons Co. He was plant manager. Mr. Capello is succeeded by James L. Mahony, who was his assistant at Hoover for the past 12 years. Mr. Mahony has been with the company 32 years.

In New York, Mr. Capello started out

in new Fork, Mr. Capello started out as a newsboy on the Bowery, and was acquainted with Eddie Cantor, also a newsboy at the time. "Tony" was apprenticed to the Gray Lithograph Co, in 1906, and later was with Sackett & Wilhelms and R. R. Heywood. From presswork he went into crayon work, and became well known for his art in reproducing crayon etchings. In 1923 he took a job with the Tin Decorating Co. in Baltimore, and reduced from 14 to 8 the colors used in producing the Whitman Salmagundi candy box.

He went with the Hoover company to

convert the operations from transfer to photographic methods. He was active in organizing the Litho Club of Philain organizing the Litho Club of Phila-delphia and served as its first president. He also was active in organizing the national Litho Club organization. The Philadelphia club recently presented him with a fishing rod and reel, Mr. Capello will spend his summers at his home in Rockaway Point, Long Island and the withers in Florid.

Island, and the winters in Florida.

Kindred Heads Finance Group

George C. Kindred, president of Kindred, McLean & Co., New York, has been named chairman of the finance committee of the Point-of-Purchase Advertising Institute for the coming year, it was announced July 7 by Wm. L. Stensgaard, of W. L. Stensgaard & Associates, Chicago, POPAI president.

Other members of this committee are: Harry Fenster I. Fenster & Sons, Inc.; Paul Godell, Arvey Corp.; Donald C. Ozmun, Chicago Cardboard Co.; John M. Palmer, Palmer Associates; and W. H. Walters, U. S. Printing & Lithograph Co.

Midwest Firms Add Equipment

Several midwestern lithographing companies recently added offset presses and other equipment to their facilities, the Harris-Seybold Co. announced last month. They include: M.W.M. Color Press, Aurora, Mo. -22 x 34" two-color; Walsworth Brothers, Marceline, Mo. - 17 x 22": Roy Wenzlick & Co., St. Louis -17 x 22"; Colonial Press, Omaha -22 x 34"; Craftsman Printing Co., Cincinnati-17 x 22"; Electric Printing Co., Cleveland-22 x 34"; Merrick Lithograph Co., Cleveland-35 x 45" two-color; Prompt Printing & Publishing Co., Cleveland-17 x 22"; Straus Co., Cleveland-17 x 22"; H. C. Miller Co., Milwaukee - 21 x 28"; and Northwestern Litho Co., Milwaukee-a Seybold 40" cutter.

Buys Warnock Co.

The Printing Machinery Co., Cincinnati, manufacturers of precision metal mounting and registering base systems, and other equipment, has purchased the business of the W. S. Warnock Co., Chicago, Illinois, also manufacturers of metal mounting base systems.

Seek Name for Aniline

A better name for what is now called aniline printing is being sought by a committee of the Packaging Institute, 342 Madison Ave., New York. The chairman, John Cozza, president of Cello-Masters, Inc., New York, is to report on progress at the annual forum of the institute at the Commodore Hotel, New York, October 20-22.

Hennegan Adds 2-Color

The Hennegan Co. of Cincinnati has recently installed a new two-color, 42 x 58" Harris offset press.

Heads Tri-State

Gene Vonderscher has been elected president of Tri-State Lithographers, Inc. of Cincinnati, succeeding the late O. H. F. Weissman. Other new officers are: first vice president, Jean C. Weissman; second vice president, Lawrence Daugherty; secretary, Fred W. Weissman: treasurer, R. B. Gilmore, Jr., and assistant secretary, Loretta Stahl.

Honored on 25th Year



In recognition of 25 years of service and untiring leadership. Ernest E. Jones, (right) president of Graphic Arts Corp, of Ohio, was awarded an engraved watch at a gathering in June of that company's supervisory and sales personnel. The presentation was made by Bernard Sears, (left) executive vice president and general manager.

Mr. Jones purchased the original Graphic Arts Company in 1927. Mr.

Mr. Jones purchased the original Graphic Aris Company in 1927. Mr. Sears, whose association pre-dates this purchase, has had an opportunity, under Mr. Jones' management, to watch Graphic Aris' constant growth from an original four man engraving plant to what is said to be the largest and most modern trade plant in the country.

modern trade plant in the country. The complete service to the trade for which Mr. Jones has planned and worked during the 25 years past now includes advertising art, commercial photography, photo-engraving for the letterpress printer, originals and plates for the offset lithographer, as well as positives for the drawure printer.

positives for the gravure printer.

A branch plant is maintained in Detroit, with offices in New York and Chicago.

Form Twin City Supply Co.

Establishment of a new lithographic supply firm in Minneapolis, headed by Thomas G. Colwell, a recent Carleton College graduate, has been announced. The company, known as Litho Supply Depot, is located at 428 South Seventh Street. It will carry a complete line of lithographic plates, chemicals, offset press blankets, lacquers and other supplies for large and small presses.

The firm has taken over the supply function of Colwell Litho Products Co. It will have complete pickup and delivery service, as well as ample customer parking space.

Other personnel of the new firm included James Musson, service manager; Duane Normandin, sales representatives; John Kent, accountant.

Detroit Kodak Man Retires

Ray M. Coughlin, a graphic arts technical representative for Eastman Kodak Co., has retired after 18 years of serving Kodak customers in Detroit. Mr. Coughlin, a Detroit native, has served as Kodak technical representative in that area since he joined the company in 1934. Prior to his association with Eastman he held several positions in the photographic field in Detroit.

Kenneth I. Waughstal will replace Mr. Coughlin in the Detroit territory, according to an announcement by William E. Barr, general manager of Kodak's sensitized goods sales division. Mr. Waughstal presently serves a territory that includes Toledo, Ohio, and all of Michigan excluding Detroit. He will cover the Detroit area in addition to his present territory.

Mr. Waughstal, who joined Kodak in 1951, is a former resident of Mason City, Iowa. He attended Iowa State College and later gained several years of experience in the photoengraving field while operating his own business in Denver, Colorado.

GPO Drops Most SR Contracts

The Government Printing Office has announced that its Standard Rate printing contracts are being discontinued with the exception of offset items in the book and pamphlet category. These are being extended for the processing of the Office of Price Stabilization orders in regional cities. The GPO is continuing to secure printing on a competitive bid basis.

If GPO volume later makes it necessary to return to a Standard Rate Contract arrangement, industry information will be considered in setting the rates, it was said.

Expansion in Twin Cities

The Harris-Seybold Co. last month announced the following installations of offset presses in the Twin Cities in Minnesota: Printing, Inc., Minneapolis—a 17 x 22"; Louis F. Dow Co., St. Paul—a 42 x 58" two-color; and Litho Specialties, Inc., St. Paul—a 17 x 22".



When the Accent is on WIHITIE

...remember, whites are whiter, reproductions are brighter on

Beckett Brilliant Opaque

IMPORTANT NEWS! Now reasy tor the market is BECKETT BRILLIANT OPAQUE COVER—a companion cover stock for the famous, super-quality offset paper—BECKETT BRILLIANT OPAQUE

BECKETT BRILLIANT OPAQUE

meets the most exacting requirements of offset lithography.

A chaste, clear whiteness and a singular freedom from showthrough are its notable characteristics.

Its superiority is quickly seen in the way it enhances the pigments of printing inks. Brilliant printed effects become routine. Photographs, color illustrations and type reproduce with fidelity and sharpness.

Like our standard offset, BECKETT BRILLIANT OPAGUE is surface-sized. In addition to Vellum, it can be supplied in Halftone and a variety of other finishes. The Vellum finish is stocked in two sizes—25 x 38 and 35 x 45, in substance weights 17 x 22—20-24-28-32 lb.

The distinctive appeal of productions on BECKETT BRIL-LIANT OPAQUE is making it the favorite of lithographers and buyers of offset lithography everywhere.

A request to your paper merchant or to us will bring samples to your desk.

-and now, a companion cover/stock.

BECKETT TO BRILLIANT OPAQUE COVER

Developed and placed on the market in response to popular demand for a cover stock which would match Beckett Brilliant Opaque in whiteness.

This new cover stock is available in four standard basis weights—basis 20 x 26—50 lb., 65 lb., 80 lb. and Double Thick, in all standard sizes, and in all the finishes available on Beckett Brilliant Opaque.

The BECKETT Paper Company

HAMILTON, OHIO. Makers of BUCKEYE Cover...
BECKETT Cover... BECKETT BRILLIANT OPAQUE
Cover... BUCKEYE Text... BECKETT Text... BECKETT
TWEED Text... BECKETT Offset... BECKETT Brilliant
Opaque... Greetings, Announcements, Writings and Specialities.

Sees Coated Broadening Market

What is described as a "new, fast-growing market" for offset lithographers is to be found in coated paper jobs, according to Bill Fulton, production manager of Richard H. Brady Co., Inc., advertising agency of Stevens Point, Wis.

"The trend in recent years has been more and more toward the quality production possible only with coated stock," Mr. Fulton explains in an interview in the current issue of Kimfacts, a service bulletin published by Kimberly-Clark Corp. for distributors of its coated printing papers.

The brilliance of colors, sharpness of detail, and contrast between paper and ink which can be attained with coated offset paper has created a rising demand for it among advertising agencies, direct mail users, tool catalog printers and users of all forms of printed material, says Mr. Fulton.

"By pushing the use of coated paper," he adds, "the lithographer will widen his market and increase his volume of business. In doing this, he will find himself more adept in running coated paper, which in turn will bring his costs down."

On the subject of cost, Fulton also makes this observation: "Before price per pound, end use of the paper should be discussed. It's like buying a car; you can get either a Crosley or a Cadillac, depending upon your needs. In both cases you get what you pay for. . . . Just as a Cadillac signifies 'prestige,' so does a catalog, a mailing piece or any other really fine printing job."

In regard to printing speed as a cost factor, Fulton points out: "While it is generally true that uncoated papers can be printed faster, it's equally true that many jobs on coated litho papers can be run just as fast, with speeds in the 4,000 to 5,000 (impressions) per hour bracket." Printing speed, he adds, is affected by many variables, including type of press, weight of paper, ink coverage, accuracy of register, and general layout of the printed piece.

Among facts which he says should

be stressed about coated litho paper



New Litho Plant in Minneapolis
The Brings Press, a division of The
Brings Corporation, which recently began operation in Minneapolis, installed
a new two-color 22 x 34" Harris as one
of its first moves. On hand for the initial
run are (left to right) Carl F. Struck,

Harris-Seybold representative in the Twin Cities area; Lawrence M. Brings, president; Frank H. Loritz, production manager; Theodore H. Lindstrom, sales manager; Kieth M. Brings, general manager; Luther Franzen, vice-president and Gus Young, sales representative.

are that it is now available with a strong, durable base that will not tear out at the grippers or split on the blanket; a new method securely bonds coating material to prevent "picking"; and coating absorbency is designed to hold inks on the surface and provide richer blacks and sharper halftones.

Ind. Co. Adds Perforators

Two models of Rosback perforating machines were installed recently in the plant of Wm. B. Burford Printing Co., Indianapolis, lithographers and printers. Both machines were installed by the Economy Printers Products Co., Chicago.

Chicago, N. Y. Costs Compared

Comparisons of budgeted hourly costs of lithographic plants in New York and Chicago show that costs in the eastern city are considerably higher in all steps of the offset process. Such a comparison study was issued by the National Assn. of Photo-Lithographers in its July 3 bulletin.

Manufacturing hourdy rates for various cost centers, figured at 75 percent productivity, showed New York to range from 4.32 percent to 38.27 percent higher than Chicago. All inclusive hourly rates showed New York to be higher than Chicago in a range of 5.06 percent to 39.38 percent.

Detroit Guild in Recess

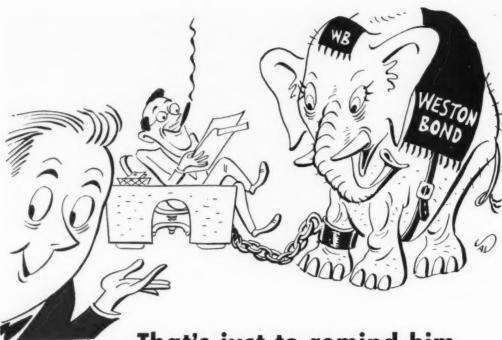
The Printing Supplymen's Guild of Detroit currently is in recess until regular monthly meetings are resumed in the fall, the Guild has announced. M. M. Caldwell, Saml. Bingham's Son Mfg. Co. is president of the organization.

Presses Installed in Indiana

Offset presses were installed recently in two Indiana lithographing firms. J. C. Collins Co.,, Indianapolis, added a Harris 35 x 45", and the Messenger Corp., Auburn, put in a Harris 17 x 22" press.

N. Y. Co. Adds Two Presses

Andrew Milo Press, Inc., New York, recently added a 22 x 34" twocolor offset press, and a single-color of the same size. Both were Harrises.



That's just to remind him WESTON BOND costs no more!

You don't need to remind customers that the name WESTON stands for the finest quality bond paper . . . everyone knows the WESTON name and reputation. But it will help boost your letterhead and form sales to remind customers that the new WESTON BOND, 25% rag content, is low in cost . . . low enough for all-purpose use. The new WESTON BOND gives you exactly what you need . . . a complete selection of items, weights and colors, plus white opaque, white litho finish and envelopes to match with "Grip-Quik" seal flap gum . . a name that commands instant recognition and acceptance backed by consistent advertising in the business and professional journals read by your customers . . . plus faultless press performance to see the job smoothly and profitably through your shop.





Ask your Weston Distributor for the new Weston Bond "Press Test Package"... Contains 100 sheets, $8\frac{1}{2}$ " x 11", sub. 20, white — enough for a complete quality and performance test on your own presses. It's free.



Ask Your Weston Distributor For The New WESTON BOND Sample Book.

BYRON WESTON COMPANY
DALTON, MASSACHUSETTS
Makers of gapors for business records...Sieco 1862



Operates Three Fotosetters

A recent installation made a total of three Intertype Fotosetters now operated by Warwick Typographers, Inc., St. Louis. This is said to be the largest installation of this new photographic type setting machine in the United States.

Because of the speed, flexibility and quality of the photographic composition produced by these machines it is ideal for offset lithography, according to Warwick. John Lamoureux of Warwick says they now have all the script types and can also set right up to 36 point on the machine. The finest serif stays sharp and clear when produced on the Fotosetter, he said.

Warwick is using this new installation of Fotosetters for direct mail, folders, broadsides and book and technical work.

N. Y. Guild in Outing

The annual outing of the New York Printers Supply Salesmen's Guild, was to be held August 7 at the White Beaches Golf Club, Haworth, N. J. Activities, which were to include golf, card games, and other activities, were scheduled to begin anywhere from 9 a.m. on. Lunch and dinner were included. Casey Jones was committee chairman.

"Life" Publicizes Lithographs

Stone lithographs as an art medium which can offer famous artists' "originals" to the public at comparatively low prices were the subject of a feature article in *Life*, July 14. Titled "Art Bargains in Color Lithographs," the article tells briefly how stone lithography works, and shows, in color, examples of art lithograph prints from an exhibit shown in the Cincinnati Art Museum.

Rochester Gets Hoe Jobber

R. Hoe and Co., Inc., New York, has recently placed a Hoe web offset Jobber at the disposal of the Graphic Arts Research Division, Rochester Institute of Technology, Rochester, N. Y. The press is installed in the offset laboratory and will be used in

research projects being conducted on tone reproduction and offset plate testing.

The Hoe Jobber will handle a maximum web width of 14 inches and a roll diameter of approximately 28 inches. A knife above the delivery outlet provides for a cut-off of 8½ inches, permitting delivered sheets 8½ inches wide, up to 14 inches in length. Its 1½ HP motor is equipped with a variable speed transmission, providing for press speeds from 10,000 to 30,000 impressions per hour.

THROUGH THE GLASS

F you go to a movie occasionally, be on the lookout for one called "Park Row," to be released in August by United Artists Corp. The film is centered around the 19th century rivalry of New York's newspapers, and has a great deal of business with Ottmar Mergenthaler (played by Bela Kovacs), and the first Linotype machine. The machine in the picture is a souped up model, with some of the original machine and mostly present day parts. It has a false plywood front, minutely modeled after the original. An authentic steam press, actually in operation, will be another center of interest for modern lithographers and printers.

Speaking of history, a 3-cent stamp to commemorate the 500th anniversary of the printing of the first book. The Holy Bible, from movable type, by Johann Gutenberg, will be placed on sale at Washington, D. C., on September 30, 1952.

The stamp will be 1.44 by 0.84 inches in dimensions, arranged horizontally, printed by the rotary process, electric-eye perforated and issued in sheets of 50. The color of the stamp will be announced later. An initial printing order of 110.000.000 Gutenberg stamps has been authorized.

An unfurled paper scroll forms the background for the overall design of the stamp. A vignette of "Gutenberg Showing a proof to the Elector of Mains" appears on the left half of the stamp is composed of the following lettering, reading from top to bottom: "1452-1952" in white face Gothic: "500th anniversary of the printing of the first book. The Holy Bible, from movable type, by Johann Gutenberg" in dark Old English: "U. S. Postage" in white face modified Gothic. The denomination "34" also in white face modified Gothic. Is framed in a square dark panel, in the bottom right-hand corner. The original mural, which was used for the central subject of this stamp, is in the New

York Public Library, and was painted by Edward Laning.

The Chicago Typographers Association abandoned business in favor of the "sport of kings" for their July 17 meeting. With their wives and friends members journeyed to Sportsmen's Park race track in a west side suburb, where they were guests of the Chicago Downs Association for a buffet dinner and an evening of harness racing.

Harold C. Neilsen, merchandise manager, Spaulding-Moss Co., Boston, has been installed as treasurer of the Boston Host Lions Club.

Curt Teich. Jr.. of Curt Teich & Co., Chicago, opened his suburban Wilamette home July 15 for a local chapter meeting of the Freedom Under God forum at which a panel discussion was held on the subject "Have We Gone Too Far?" Objective of the organization, it was explained, is "to uphold constitutional liberties of American Lite."

ml
Cox Lithographing Corp., Warren, O.,
recently became a member of the National
Safety Council's printing aid publishing
section.

ml

The Boston Litho Club has reported the monthly attendance figures of the 1951-1952 term: October, 60; November, 58; December, 65; January, no meeting (Printing and Publishing Week); February, Ladies' Night, 149; March, 151; April, 90; May, no meeting—(trip to Strathmore Paper Co.); June, annual meeting, a (hot sultry night) 20.

Frank Parsons, Jr., president of Frank Parsons Paper Co., Washington, left New York July 1 for Helsinki, Finland, He is Captain of the U, S, Rifle, Pistol and Skeet Teams which were competing in July in the Olympic Games, Frank has represented his Country twice in Olympic competitions, and has been winning ribbons for marksmanship since his college days. Eighteen are on the teams,

Prominent Users of Strathmore Letterhead Papers: No. 100 of a Series



The Jantzen diving girl trademark made her debut on a piece of advertising material issued in 1920. It is still used as a trademark on their swim suits.

Yantzen ____

Strathmore QUALITY can be expressive for you!

A member of a rowing club in Portland, Oregon, unwittingly started the Jantzen Knitting Mills on their way to world-wide fame when he asked them to make him a pair of rowing trunks in the same rib-stitch used for sweater cuffs. Out of this order developed the idea for the bathing suit which not only revolutionized the industry, but was tremendously effective in arousing greater public interest in water sports, as well.

Creating a good product, however, is not enough to keep it ahead of competition. It must be continually improved and built on a solid foundation of quality. Jantzen Knitting Mills have always been aware of this and use quality throughout every phase of their business. Logically, they select a Strathmore letterhead paper to interpret their progressiveness and their quality background.

The texture and appearance of Strathmore letterhead papers convey an impression of quality. If your letterhead should be saying quality for you but doesn't, have your supplier show you some samples on Strathmore, and you'll see how richly expressive quality can really be.

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Writing, Strathmore Bond, Envelopes to match converted by the Old Colony Envelope Company, Westfield, Mass.

STRATHMORE MAKERS OF FINE PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

Strathmore ADVERTISEMENTS

in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

This series appears in:



TIME



NEWSWEEK



BUSINESS WEEK



PRINTERS' INK



ADVERTISING AGE



SALES MANAGEMENT



PURCHASING



Miehle Opens L. A. Branch

The Miehle Printing Press & Manufacturing Co. has announced a new office in Los Angeles, Iccaied at 1335 Maple Avenue. The new branch offers increased service to customers in the Southern California, Arizona, and Nevada territory with an expansion of the sales, service and parts department, Carlton Mellick, vice-president in charge of sales of the Miehle Company, pointed out that the new and larger quarters for the Miehle Company in Los Angeles were necessary to serve better the

rapidly expanding printing industry in

this area.

On June 26 and 27 an open house was held at the new location to familiarize printers and supplymen with the new building. The two day open house was attended by nearly 600 printers and lithographers from the Southern California area, Representing Miehle, during open house, were Chester Endicott, the Los Angeles manager, Charles E, Wortman, assistant manager, Charles Harwood, western district manager in charge of offset, and Mr. Mellick.

125 at Litho Night

The San Francisco Club of Printing House Craftsmen's annual Litho Night in June drew a record attendance of 125 members and guests. Harry Mann, head of the membership committee, served as chairman of the evening. He was assisted by Dan Beswick, sales manager of the Carton Label Co., who acted as master of ceremonies.

Leading off the program was Roland Meyer, salesman, with the H. S. Crocker Co., who outlined three fundamental reasons for the sale of printing: (1) the need for more knowledge, represented by books and other educational literature; (2) the constant need for greater efficiency, as in the sale of office forms; and (3)

the demand for more sales which accounts for the great mass of advertising and promotional pieces.

Larry Berringer, commercial photographer, was the next speaker. After explaining some of the uses of good pictures, he went on to explain the various methods in use today for the manufacture of color plates.

Charles Wood of Charles Wood & Associates explained why the quality of plates and the time in which they are made has become one of the most important elements in any job. The speaker, who has a background of pressroom, photographic and darkroom experience, asserted that the development of the deep etch plate has been the greatest reason for the in-

creased growth of offset lithography.

Another great advance, he said, is the increasing popularity of bi-metallic and tri-metallic plates.

Lithography today, he concluded, is doing things (and doing them well), which were thought to be impossible as recently as 20 or 25 years ago.

Max Schmidt of Schmidt Lithograph Co. discussed the past and the future of the lithographic industry. The most impressive feature of today's shop, in his opinion, is the education and appearance of the average worker in the shop compared to the "tobacco chewing" pressman of the old days.

"Everything that is sold must be produced, and everything that is produced must be sold," was the theme of Ivan Giusti, formerly production manager and now one of the top salesmen for the H. S. Crocker Co.

Describing his old days as a production man, he said that it was popular before the war for a production manager to carry a whip in one hand and a gun in the other. When help became scarcer, many of the whips were hidden away and the help was treated with kid gloves—but the production man still kept the gun out for the salesman, he declared.

Calling for closer cooperation between the sales and production departments of any plant, Mr. Giusti explained that the sudden popularity of 5-color offset presses in San Francisco (where 3 are already installed or on order) was not due to any thought on the part of management that they could eliminate smaller presses and/or pressmen. Rather maintained, it was the desire simply to achieve greater and greater production—and this could only be done by the efforts of both the sales and the production men.

Concluding the meeting, H. F. Morrison, Hercules Rubber Co., told a humorous series of stories to illustrate the essentials of salesmanship.

Add Presses in Oregon

Abbott, Kerns & Bell Co., Portland, Ore., recently added a Harris 35 x 45" two-color offset press. Agency Lithograph Co., same city, put in a Harris 22 x 34" two-color.

WILL YOU

THE NEW

N-110

ARC LAMP

Make this test?

THERE IS ABSOLUTELY
NO COST OR OBLIGATION
ON YOUR PART

This is it

Try a nuArc N-110 Lamp for 30 days, absolutely without cost to you. Check its operation and economy with your present lamps.

If you do not find that the N-110 saves you from 25% to 50% on your exposure time and power costs and that it eliminates undercutting and greatly improves your line definition and dot structure. If you do not find the same results each time the lamp is used, enabling you to set up definite standards... return it for full credit without obligation. If you don't prove to yourself in 30 days the economy and efficiency of the N-110, you haven't spent a dime so fill in coupon below and mail today.

If you prefer to look over descriptive bulletin before you decide, just check the coupon as indicated... but do it now while we can still make good deliveries. Be sure to give us the name of your regular dealer or supplier.

nuArc Co., Inc. 824 South Western Avenue Chicago 12, Illinois

* PLEASE CHECK AND MAIL TODAY!

☐ Please send us an N-110 Lamp for Free Trial, with no obligation.
☐ Please send us Bulletin No. 200 completely describing the N-110.

Company Street City State

By Our Regular Supplier is

Schmidt Sales Remain High

Sales during the last 12 months of Schmidt Lithograph Co., San Francisco, were equal to the previous 12 month period, and stand at a record high level. This was reported by Carl Schmidt, company president, at the company's annual sales meeting held last month. Net profits, however, are lower because of increases in taxes and production costs.

Company success was credited by Mr. Schmidt to consistent selling, more coordinated creative effort, and a policy of diversified output.

The company's national sales personnel also heard talks and discussions by Lorenz Schmidt, Kenneth Verling, Richard Williams, Gordon Merkel, and Richard Keithlie, of the company. Other speakers included Henry E. Picard, San Francisco Brewing Corp., Ernest Heuter, Interstate Bakers Corp., Tom Kelley, Hollywood "glamor" photographer, and Marcel Olis, food photographer.

The three day meeting was held at the Palace Hotel, and also included tours of the recently expanded plant, which now has about 12 acres of production space.

Milprint to Build in West

Milprint, Inc., Milwaukee lithographing, printing and gravure package converting firm, has announced plans to build a new plant on a four acre site at Shaw Road, Linden Ave., and San Bruno Ave., South San Francisco. The building is to provide about 40,000 square feet of area. The Milprint operations in San Francisco are to be moved to the new plant, it was reported.

40 Complete LA Course

Forty men and women recently were awarded certificates upon completion of the Lithograph Estimating Course conducted under auspices of the Los Angeles PIA. Joe Light, of Western Lithograph Co., was the instructor for the two classes, which ran Tuesdays and Thursdays from April to June.

The LTF manuals on black and white and color estimating, as well



5 Color Press at Pacific

New executives of Pacific Press., Los Angeles check newly installed fivecolor offset press. Wilbur S. Staley, left, production manager, shows James Lansill, vice president and general manager, a proof of five-color work produced on the new press.

Pacific Press Inc. has just completed installation of the five-color, unit type Miehle offset press at a cost of more than \$200,000. This press is one of two five-color presses of this type on the Pacific Coast.

According to Mr. Lansill, this addition brings the offset printing equipment of the company to the level of their letterpress equipment — a complete range of presses including two large 5-color Cottrells.

"Initially," explains Mr. Lansill, "we had a pair of two-unit Miehle offset presses. But with an annual volume of commercial printing running into the millions, we required additional offset color equipment. Thus we have expanded one of the original two-unit Miehles into a five-color press by adding three new units.

"With this new equipment we believe that we now offer the most diversified printing facilities of any plant West of Chicago, ranging from one-color through five-color in both letterpress and offset — either sheet fed or web fed — plus rotogravure presses."

Mr. Lansill was appointed vice president and general manager of Pacific Press on June 1. He comes to the West Coast from Buffalo, New York, where he was with the J. W. Clement Co. for more than 25 years.

as several charts and schedules used by estimators, were made available to the students.

Another series of classes will be conducted in the fall.

To Train Prisoners

A vocational program for training of prisoners at California's largest penal institution, San Quentin Prison, has received industry-wide encouragement by the formation of a graphic arts advisory group representing both employers and labor in the San Francisco Bay Area. The Printing Trade Advisory Committee is cochaired by Frank Burke, Independent Pressroom of San Francisco, and John F. Kelly, secretary of the San

Francisco Allied Printing Trades Council. Richard N. Kauffman, H. S. Crocker Co., is on the committee.

Direct Mail Volume Up

The dollar volume of direct mail advertising used by American business during the first five months of 1952 was \$487,819,880, according to figures released in June by Frank Frazier, executive director of the Direct Mail Advertising Association, New York. This represents a gain of more than 10½ per cent over the corresponding figure of 1951. For May, 1952, the association reported dollar volume to be \$94,530,640, a gain of more than 7½ per cent over May, 1951.

Books and other Aids

How to Prepare Art and Copy for Offset Lithography

By William J. Stevens and John McKinvan

Twelve chapters with over 125 illustrations, two- threeand four-color lithography throughout. 81/2 x 11", clothbound, hard covers. A colorful and highly useful book for your library. Widely used in schools.

POSTPAID \$5.25

How to Sell Lithography

By Arthur M. Wood

Illustrated, 176 pages. Chapters on copy preparation, pictorial outline of offset process, selling technique, use of color, prices and quotations, office procedure, company policies, and briefs on postal and legal aspects. 6 x 9"

POSTPAID \$5.25

Color Chart for Dot Etching

This chart, composed of four sheets, is 221/2 x 261/2, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

COMPLETE FOUR-PAGE WALL CHART-\$10

Photography and Platemaking for Photolithography

By I. II. Sayre

(Fifth Edition 1951)

Chemistry of Lithography, Processes of Platemaking, Formulas, Albumin, Deep Etch, Photo Composing, Layout and stripping, Chemistry of Photography, Negative Treatments, Optics, Photographic Equipment, Halftones, Contact Screens, Color, Filters, Separations, Color Processes, Use of Densitometers, Color Value Chart for Dot Etching, Two Color Printing, Special Color Processes,

Standard Size, Hard Cloth Covers, 442 Pages, Illustrated. Wilely Used as a Standard Textbook.

POSTPAID \$6.75

The Single Color Offset Press

By I. II. Sayre

Section 1 of this book deals with the Harris 17 x 22" and 21 x 28" presses. Section 2, the materials used in offset presswork. Section 3, the ATF Webendorfer 14 x 20", 17 x 22" and 22 x 29" presses.

Sandard size, cloth bound book, 284 pages, Illustrated. Widely used as a stanlard textbook.

POSTPAID \$6.25

The Lithographers' Manual

A compendium of helpful information on the lithographic industry, equipment and processes. Compiled as a one-volume "library" of lithography. 9 x 12", cloth hardbound.

POSTPAID \$5.25

Modern Lithography 175 Fifth Ave., New York 10, N. Y. Enclosed is payment. Please send the book, (or chart) as checker	
How to Prepare Art & Copy—\$5.25 Lithographers Manual—\$5.25 How to Sell Lithography—\$5.25 Photography and Platemaking—\$6.75 The Single Color Offset Press—\$6.25 Color Chart for Dot Etching—\$10.00	Order direct from Modern Lithograph 175 Fifth Ave. New York 10, N. Y

n Lithography Fifth Ave. York 10, N. Y.

Street

City, Zone, and State ..

Calif. Firms Add Presses

Three San Francisco companies recently completed installation of Harris offset presses, it was announced last month. They are Stecher-Traung Lithograph Corp. (50 x 72" fourcolor); Chas. L. Colan Printers, (21 x 28"); and Morosi Fine Printing Co. (17 x 22").

Crocker Salesman Passes

Ernest H. Werder, 71, since 1935 a salesman and field representative for H. S. Crocker Co., San Francisco, died June 29 in a Redwood City. Calif. hospital. He had been active with the Crocker Co. until his last illness, and prior to that time had been an official of the county where he resided.

Wash. Firms Add Equipment

Several lithographing firms in Washington, D. C. recently installed Harris offset presses. They include Columbia Planograph Co., a 35 x 45" press; Fontana Lithograph Co., a 22 x 34"; and Stant Lithographic Service, which added a 22 x 34".

Cuneo Plant to Move

Pacific Neo-Gravure Corp., a Cuneo Press subsidiary, San Francisco, currently is considering moving its operations to Redwood City, Calif.

Adds Equipment

The Times-Mirror Press, Los Angeles, recently installed a 46 x 66" Craftsman line-up table. The firm also added a Seybold 64" cutter.

Tour Fibreboard Plant

A large delegation of members of the Los Angeles Club of Printing House Craftsmen toured the Fibreboard Products Co., 4444 Pacific Blvd., Los Angeles, on July 16 on an evening program arranged by Dick Lyday. The group was taken over the entire process, starting with the pulp, through the forming machines, and then to where it was printed and made up into cartons.

Pressmen Get Raise

Negotiations concluded last month between the Employing Printers Association of San Francisco and the Printing Pressmen's Local 24 (A.F.-L.) provide for a \$4 a week raise from \$80 to \$84 for pressmen operating offset presses up to 19". Journeymen pressmen on letterpress equipment were raised \$4.55 a week to \$108.15. There were no other changes in the contract, which was made effective from June 2nd till May 31st, 1953.

Foil, Powder Curbs Lifted

End use restrictions on aluminum foil which were contained in NPA order, M-67, have been lifted through the recent revocation of this order by NPA. Controls on aluminum foil and aluminum powder also have been eliminated by NPA through the deletion of these two materials from the controlled materials list, NPA said.

Further action by NPA through Directive 3 to NPA Regulation 2 makes it no longer necessary to use a rating to obtain either aluminum foil or aluminum powder. These materials are now in sufficient supply to release them to the open market, it was said.

Reese Heads Macbeth Sales

Macbeth Corporation and subsidiaries, Newburgh, N. Y., have just announced the appointment of Warren B. Reese as general sales manager. Mr. Reese attended Duke University and is a graduate of the University of Michigan with an engineeringphysicist degree. His experience includes research on basic color problems and the development of instruments and lighting equipment for industrial color control.

Mr. Reese joined the Macbeth organization in 1950 and since that time has been occupied with solving industrial color problems through applied color corrected illumination and color measuring instruments.

Announce Program for Chicago Safety Meeting in October

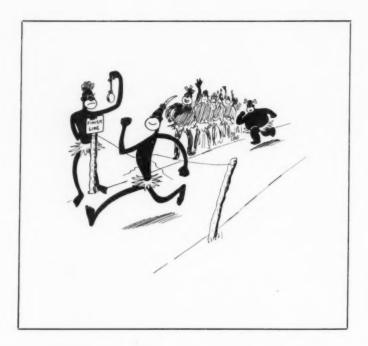
THE problem of built-in safety devices on printing equipment will be aired, along with other phases of printing plant accident prevention, at the October meeting of the National Safety Council's printing and publishing section in Chicago. Advance program plans call for discussion of the subject "Safety From the Equipment Manufacturer's Viewpoint," by R. I. Haywood, Dayton, O., chief engineer, Seybold Div., Harris-Seybold Co.

Gil Hoffman, supervisor at the Racine, Wis., plant of Western Printing & Lithographing Co., is scheduled for a discussion of "Safety From the Supervisor's Viewpoint," and the employee's attitude on safety will be handled by Norman G. Mitchell, pressman with Rand McNally & Co., Chicago. All three are members of a panel which has been scheduled for the opening session of the section.

Offset pressroom safety problems will be examined during another panel discussion at the second day's session, with Arthur Shadlen, plant superintendent, Regensteiner Corp., Chicago, presenting the subject, "Human Factors In the Pressroom."

Meetings of the printing and publishing section of the Safety Council, during the annual Safety Congress will be held at the Conrad Hilton Hotel, Oct. 21 and 22, with the opening hour set for 2 p. m. each day. W. A. Anderson, plant engineer, Government Printing Office, Washington, D. C., will preside as chairman of the P. & P. section.

Other speakers from letterpress plants will discuss safety in binding, platemaking, cutting, stamping and other printing operations. On the program, also, will be A. E. Murphy. Chicago, executive director, Folding Paper Box Association of America and S. W. Yates, production manager, Robertson Paper Box Co., Montville, Conn. One outstanding feature will be presented by A. S. Wentworth, manager, Westinghouse Electric Corp.'s printing and publishing plant, Trafford, Pa., who will tell how his plant has made a record of working 5,000,000 man hours without a lost time injury.



You, too, can be a winner!

¶In lithography, as in most everything else, it's the guy who keeps informed who gets ahead.

¶Lithography is a fast-changing process.

¶ Modern Lithography subscribers are keeping informed.

¶ Are you?

M	DER	N LITH	OGRAP	HY, 175		-	r. 10. N	. 1
Ple	01e 6	inter si	bscripti	ion(s) as	follows			
	One	year,	\$3.00	(Ceneda	\$4.00;	Foreign	\$5.001	
	Two	years,	\$5.00	(Canada	\$7.00;	Foreign	\$9.001	
NA	ME .							
				(Please	Print)			
FIR	м							
STR	EET .							

Joins Monson Ptg.

Monson Printing & Publishing Co., Chicago, has announced appointment of Al Shamest as superintendent of its west side plant effective July 1. After 16 years in New York offset plants, Mr. Shamest came to Chicago five years ago and for the past two years has been assistant manager of a Chicago firm. One of his first tasks with Monson was to break in a new Harris 22 x 34" 2-color offset press installed just prior to his arrival. The company does a large business in circulars, broadsides, direct mail, flyers and catalogs for mail order houses which are more and more demanding color work, Mr. Shamest said. With the new larger size press this work can be handled more efficiently, he explained, while larger jobs can be handled than were possible with their other facilities.

Typographic Group Elects

Joseph L. Strauss, president of Hillison & Etten, Chicago combination firm, was elected president of the Society of Typographic Arts at the recent annual business meeting in Chicago. Others elected for the 1952-53 year are: vice president-Bruce Beck, Whitaker-Guernsey Studios; vice president-Greer Allen, Univ. of Chicago Press; and secretary-treasurer-Gladys Swanson, art director, H. L. Ruggles Co. Among new members of the board of directors is Harold Tribolet of R. R. Donnelley & Sons Co., retiring president of the society.

Allan M. Close Dies

Allan M. Close, superintendent of the Duncan Lithographing Company, Hamilton, Ont., for many years, died July 7th at his home at the age of 62. He was a prominent sportsman in Hamilton for more than 30 years.

Schmidt Returns to R & D

Jack Schmidt, familiar figure in Chicago litho circles, is back in his old post as superintendent of the Rider & Dickerson combination plant in that city, following a brief excursion elsewhere. For six years Mr. Schmidt was employed by Rider &

Dickerson, then last fall he moved to Monson Printing & Publishing Co., where he remained eight months. On July 1, however, he returned to his original employer the R & D Co.

Nordberg Heads Chicago School



C. A. Nordberg, (above) president of Chicago Offset Printing Co., was elected president of the Chicago Lithographic Institute by the board July 7. Mr. Nordberg is one of the founders of the Institute and has served as a director since its inception. He succeeds B. E. Callahan, head of Inland Lithographing Co., the Institute's first president, who was named president emeritus of the school.

Other officers elected were: vice president — George Canary, president, Local 4. Amelgamated Lithographers of America; treasurer — James Armitage, vice president, Inland Press; Secretary — George Benton, personnel director, The Meyercord Co.; assistant secretary

Harry Sponholtz, Local 4, A.L.A.
 Albert N. Brown, who was selected to fill the vacancy caused by the resignation of Wm. O. Morgan, was given the new title of executive director.

The Institute's fall term will open during the week of Sept. 7. Mr. Brown announced, with various classes starting on successive nights. Total enrollment is expected to be between 200 and 250, this figure being somewhat lower than in previous years, due to discontinuance of the G. I. training program of the Veterans Administration.

The Intensive Survey Course for junior executives will start shortly after regular courses get under way, Mr. Brown

The Intensive Survey Course for junior executives will start shortly after regular courses get under way, Mr. Brown said. Among early applicants for enrollment were lithographers from Brazil and Puerto Rico. Plans were being developed for continuance of the informal round table discussion and shop practice type of courses for journeymen which was first used last year. Several other new courses are also under consideration for inclusion in the curriculum.

Directors at their meeting announced the gift from the R. R. Robertson Co. of a new Robertson tri-color overhead precision camera. It replaces an older model which was presented to the school after its exhibition at the Printing Exposition in 1950.

RIT Offers Web Training

Training in web offset press operation will be offered for the first time by the Rochester Institute of Tecinology beginning in September. The program, consisting of one semester, 30 hours per week, covers the mechanics and operation of the four-color web offset press. Students also may register for one or more additional semesters according to their needs.

Carried on by means of technical discussions and supervised laboratory sessions, the program will provide instruction in performing duties in each operating station on the press—roll stands, printing units, folder and sheeter, and control panel.

Press equipment consists of a Webendorfer double-deck, four-unit, web offset periodical press capable of printing a wide variety of work.

Supplementary instruction will also be available in plate graining, camerawork, layout and stripping, and platemaking.

Applicants should have general mechanical ability, knowledge of lithographic principles, and of sheet-fed lithographic presswork, RIT said. Graduates in an offset major of the Department of Publishing and Printing at RIT are considered to satisfy these requirements.

Information is available from Byron G. Culver, Department of Publishing and Printing, Rochester Institute of Technology, 65 Plymouth Ave. S., Rochester 8, N. Y.

Mr. Culver announced that veterans entering the Department of Publishing and Printing will be allowed an extra five weeks to complete registration.

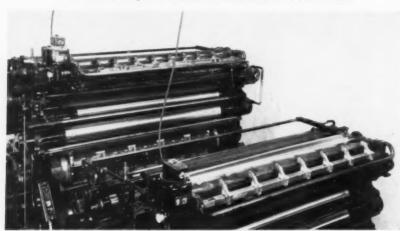
Although regular registration is September 4 for the 1952-53 school year, veterans will be admitted as late as October 8.

Edw. J. Weese, Buffalo, Dies

Edward J. Weese, 77, associated with the Hayes Lithograph Co., Buffalo, N. Y., for 32 years, died July 13. He served as secretary-treasurer of the Amalgamated Lithographers of America Union in Buffalo for 20 years. His wife survives.

ORTLEB INK AGITATORS

For Uniformity of Color and Steadier Press Runs



HERE'S WHY

- * No reason to "DOPE" heavier bodied inks.
- * No backing away from fountain roller.
- * Eliminates hand-stirring.

- * UNIFORMITY OF COLOR
 - (No culling out of off-color sheets)
- * Saves manpower and money.
- * Read this list of satisfied users.

These firms purchased Agitators for their presses for the past 25 years.

NAME	FIRST PURCHASED	JULY 1, 1951 TOTAL	STYLES MADE MOTOR-DRIVEN	STYLES MADE WITHOUT MOTOR
Conde Nast Publications	1925	38	Kelly "C"	Kelly "B"
Bureau of Engraving and Printing	1926	76	Kelly No. 1	Kelly "C"
U. S. Government Printing Office	1926	250	Kelly No. 2	Kelly No. 1
Cuneo Press Inc.	1924	47	Kelly No. 3	Kelly No. 2
Rand-Mc Nally Co., Inc.	1924	89	Miehle, all sizes	Miehle, All sizes
Poole Brothers	1925	57	Miehle No. 41, 46, 56	Miehle No. 41, 46, 56
Lord Baltimore Press	1926	35	New style	New Style
Libbie Printing Co., Inc.	1936	21	Miehle Pony	Miehle Horizontal
Michigan Litho Co., Inc.	1925	16	Miehle Offset	Miehle Pony
Sutherland Paper Co.	1926	3.4	Miehle No. 29	Miehle Vertical,
W. B. Conkey Co., Inc.	1927	19	Miller 1-color, Maj.	V-36, V-45, V-50
Gaylord Container Corp.	1927	43	Miller 2-color, Maj.	Miller High-Speed
Concordia Publishing Co.	1924	24	Miller SW	Miller, 1-color, Maj.
Interstate Printing Co.	1933	51	Miller TW	Miller, 2-color, Maj.
Von Hoffman Press	1923	48	Miller, Simplex	Miller Simplex
Woodward & Tiernan Printing Co.	1925	75	Miller SG	
Davis-Delaney Inc.	1937	14	Harris Offset	
National Biscuit Co.	1929	31	All sizes	
Vail-Ballou Press Inc.	1927	17	Ebco, all sizes	"WE MAKE SPECIAL
General Electric Co.	1927	9	Langston, all sizes	BUILT AGITATORS
A. H. Pugh Printing Co.	1925	41	Hooper, all sizes	FOR ALL PRESSES
U. S. Playing Card Co.	1927	107	Babcock, all sizes	
American Baptist Pub.	1927	14	Kidder, all sizes	
Evangelical Press Inc.	1927	21	Meisel, all sizes	
Livermore & Knight Co.	1929	8	Cottrel, all sizes	
Plough Printing Co.	1924	17	Webendorfer, all sizes	
Western Printing & Litho	1924	87	Mann Offset, all sizes	

For Information, Write to:

ORTLEB MACHINERY COMPANY

3818 Laclede Avenue

St. Louis 8, Missouri

To Discuss Color at PSA

Daniel Smith of the Interchemical Corp. Research Laboratories. will discuss color at the September 9 meeting of the New York Section, Technical Division, Photographic Society of America. The presentation will review the physical nature of color and light, the physiology and psychology of color perception, color mixture, theory, color reproduction systems and color corrections. The requirements of colorants for the graphic reproduction processes and the fidelity of present methods will be discussed. It will be illustrated with slides and a demonstration of color matching will be held. The meeting will be at the Willkie Memorial Building, 20 West 40th St., New York at 7.45 P. M.

Firms Incorporate

Perfection Press, Inc., a business of printing, lithographing, engraving, and platemaking, has been granted a charter of incorporation in New York. Directors are: Rosalie Lo Nano, Seymour Schwartz and Lee Port, whose addresses were listed as 50 Court street, Brooklyn, N.Y.

Business Offset Company, Inc., lithographing, multigraphing, printing business, has been granted a charter of incorporation. Directors are: Arthur Furst, Rene H. Karston and Louis E. Karston, whose addresses were listed as 170 Broadway, New York 38, N.Y.

Winnette Slide Manufacturing, Inc., lithographers, photographic prints, etc., has been granted a charter of incorporation. Directors are: Jacob W. Friedman, Samuel Ungar and Joan T. Nicholas, whose addresses were listed as 170 Broadway, New York City.

Heads Justowriter Promotion

Henry J. Lindsay has been named manager of the Justowriter Division of Commercial Controls Corp. Rochester, where he will have charge of sales promotion and future development of the company's cold type composing machine. The Justowriter produces images with right hand margin justification automatically, for all types of offset printing.

A native of Rochester, Mr. Lindsay previously was associated with the Kamb, Meteyer and Lindsay advertising agency in that city. He first joined the predecessor company of Commercial Controls in 1936, becoming advertising manager of the Electric Writing Machine Division.

Howard J. Katz Dies

Howard J. Katz, 52, a founder and official of Crafton Graphic Co., New York lithographing concern, died recently, according to an announcement made by the Metropolitan Lithographers Assn. to its members. Mr. Katz's firm is a member of the MLA. Funeral services were held in New York July 18. He is survived by his widow, Dora, a son and daughter, and three brothers.

Changes at Amer. Bank Note

Albert L. Schomp has been elected chairman of American Bank Note Co., New York, and W. F. Colclough, Jr. has succeeded Mr. Schomp as president and chief executive officer. Lincoln C. Brownell fills the office of secretary vacated by Mr. Colclough.

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NLRB Sets Bargaining Rule

The National Labor Relations Board recently decided a printing company case concerning labor bargaining and examination of company books by a union. A bulletin of the National Assn. of Photo-Lithographers, New York, dated July 3, summarized the action as follows:

"PRINTING COMPANY NOT GUILTY OF UNLAWFUL RE-FUSAL TO BARGAIN: In a case involving the Commercial Printing Company, Pine Bluff, Arkansas, the NLRB held that an employer is not guilty of an unlawful refusal to bargain where it made an offer to permit the union to examine its books, and to pay half of the expense involved in having an impartial accountant determine its financial status. The employer had repeatedly pointed out that the reductions in working hours, increases in pay and addition of employees sought by the union would involve an expense it would be unable to bear. In rejecting the offer of the Company to let the union examine its books, the union stated it did not see where the question whether or not the company was making money should enter into the problem."

Rabin Retires

Hinkhouse, Inc., color lithographers of New York, has announced the retirement of Irving Rabin as vice-president. Mr. Rabin has disposed of all interests and connections with the company. Paul M. Hinkhouse continues as president and Victor DeRose secretary-treasurer of Hinkhouse, Inc.

Paul M. Hinkhouse Press, Inc. of New York, also issued an identical statement. Paul M. Hinkhouse and Victor DeRose continue to officiate as president and vice-president of the latter company.

Lord Baltimore Adds Press

Installation of a Harris 42 x 58" two-color offset press was completed recently by Lord Baltimore Press, Baltimore, it was announced in July.

U.S.P. & L. Buys Sackett & Wilhelms; Volz Remains

THE Sackett & Wilhelms Lithographing Corp., Long Island City, N. Y., has been purchased by United States Printing & Lithograph Co., it was announced July 24. Sackett & Wilhelms, in the category of New York's larger plants, will be operated as a wholly owned subsidiary by U. S., and William J. Volz will continue as president.

The company is about 62 years old, and at one time was located in Brooklyn. It operates large two-color and single-color offset presses, and also gravure equipment. Products include package wraps, chewing gum wrappers, labels, advertising material and advertising displays. The company recently was honored on the 50th anniversary of commercial air conditioning, as the first company to install a system (in 1902).

This acquisition will make the seventh in the chain of U.S.P. & L. plants from coast to coast. Executive offices and the home plant are located in Cincinnati. Others are in Mineola, N. Y., Baltimore, Erie, Pa., St. Charles, Ill., and Redwood City. Calif. Newest of these are in Mineola and Redwood City. The Mineola plant, a one-story streamlined operation, was opened in the fall of 1949.

U.S.P. & L. also has 24 sales and service offices located in principal cities. The company's line includes packaging and advertising materials, labels, wrappers, folding cartons, point-of-sale displays, direct mail material, and outdoor posters.

William H. Walters is president of U.S.P. & L., and is also president of the Lithographers National Assn. and is active in other trade associations

multiple spindle drilling ma-

Sevbold model #6, Wright multiple spindle drill-slotting machine.

Glover Dinner Plans Advance

Plans for the dinner-dance honoring W. Harvey Glover, president of Sweeney Lithograph Co., Belleville, N. J. for his completion of 50 years in the industry, were advanced last month, according to David C. Atchison, Roberts & Porter, president of the Printers Supply Salesmen's Guild, sponsor.

The celebration will be held in the grand ballroom of New York's Roosevelt Hotel on September 27. Scheduled to start at 7:30 p.m., it is expected that more than a thousand members of the industry and their wives will attend the affair. John J. Deviny, U. S. Public Printer, and Harold G. Hoffman, a former governor of New Jersey will speak.

Twenty-six clubs and associations are cooperating, including: National Association of Litho Clubs, New York Litho Club, Lithographers National Association, National Association of Photo Lithographers, Metropolitan Lithographers Association, and Young Lithographers Assn.

Harris Lists Obsolete Machines

Five Harris-Seybold machines have been classified as "dead" under the company's standard obsolescence program, it was announced recently by Ren R. Perry, Harris-Seybold's general sales manager.

The action affects the manufacturing and supplying of parts for older machines that have not been produced by Harris-Seybold for many years. The company's obsolescence policy, announced in 1947, is in line with the usual obsolescence practices of other heavy equipment manufac-

In making the announcement, Mr. Perry pointed out that supplying parts for machines that have not been manufactured for a number of years is a problem of increasing importance to all equipment producers, "This problem involves manufacture of the parts themselves, usually in uneconomical small quantities, and the storing of necessary tools, dies and fixtures in large quantities," he said.

Perry added that "Manufacturing parts indefinitely for older models

also makes it extremely difficult to give proper service on newer machines. For these reasons, fair obsolescence programs are necessary to industry progress and sound customer relations, and are observed by most long-established producers of capital goods."

If a customer orders a part that has been classified "dead," Harris-Seybold will supply blueprints.

Mr. Perry called attention to the fact that changes in the status of machines are made only after exhaustive study of Harris-Seybold parts service and manufacturing records. Wherever possible, the company has notified customers owning machines which have been reclassified, so that needed parts can be ordered before the closing date of December 1, 1952.

Machines reclassified from "inactive" to "dead" are:

> Harris model S7L, 36 x 48" single-color offset press.

Harris model S8L 28 x 42" single-color offset press. Harris model FT, 36 x 48" two-

color offset press.

Seybold model #5, Wright

F. J. Sensenbrenner Dies

Frank J. Sensenbrenner, 87 retired chairman of the board of Kimberly-Clark Corp., Neenah, Wis., paper manufacturer, died July 22 in a Neenah hospital. He also was president of the University of Wisconsin Board of Regents, and was an official of several other colleges and Universities.

Mr. Sensenbrenner had been with Kimberly-Clark for 55 years until his retirement in 1945. He was a native of Menasha, Wis. He became general manager and vice president of the corporation in 1907, and in 1926 became president.

Adds a 17 x 22"

Bassett Printing Co., Bassett, Va., recently put in a Harris 17 x 22" offset press.









Daniel O. Anderson



Vincent R. Stafford

New Harris Appointments

Kenneth J. Nolan has been appointed assistant district manager of Harris-Seybold's Washington, D. C. district according to Paul H. Schafer, district manager A native New Yorker, Mr. Nolan has been a representative in Harris-Seybold s New York district since 1950. Prior to joining Harris-Seybold he headed his own concern, Business Laboratories, Inc., an organization handling automatic reproduction units. For several years previous he had been a senior salesman for Addressograph-Multigraph. He will be located in Harris-Seybold's office, 221 DuPont Circle Building, Washington 6, D. C.

Daniel O. Anderson has returned to the sales force of the company, according to an announcement by John M. Morehouse, the company's home office district manager. Mr. Anderson has been assigned to Morehouse's district, which includes northern sections of Ohio and West Virginia, as well as areas of western New York and Pennsylvania. The district's offices are at

1200 Keith Building, Cleveland. For the past year, Mr. Anderson has been a salesman for Dosie and Johnson Co., Milwaukee lithographers. During the previous three years, he was employed as a sales representative in Harris-Seybold's Western district with offices at Chicago.

Vincent R. Stafford has been appointed sales representative for Harris in the New York area, T. M. Broadston, New York district manager, announced. Prior to joining Harris-Seybold, Mr. Stafford was assistent to the offset division manager of R. Hoe & Company. Previously & assisted in the preparation of Liftographic Technical Foundation publications while on the educational staff of the LTF. Stafford attended the New York Trade School and New York University where he specialized in lithographic and graphic arts courses. He also studied business management at LaSalle University Extension. He will be located at Harris-Seybold's New York office, 380 Second Avenue,

DuPont Issues Offset Book

"DuPont—The Autobiography of an American Enterprise" a large illustrated book issued in connection with the 150th anniversary of the DuPont Co., Wilmington, was produced by offset lithography.

The volume, which is 9 x 12", cloth-bound, contains 150 pages on heavy antique stock, and consists largely of illustrations, many in four colors. The press run was 330,000 copies, Harold Brayman, director of the company's public relations department, reported. Type was set by Alfred Jordan Co., Philadelphia, and offset lithography was by Arrow Press, New York.

The text material traces the work of the DuPont company as it was related to the history and growth of the U. S. The book virtually is an

illustrated commercial and industrial history of the U. S. Mr. Brayman said that it was prepared in his department under the supervision of Charles M. Hackett. More than 10,000 illustrations were reviewed, and hundreds of books, letters and files were combed to gather the material, he said. Copies were distributed primarily to employees, and also to libraries and colleges, and copies are offered to company stockholders. Scribner's, New York, is handling the public sale of the book, which was found to have considerable public appeal.

U. S. Playing Card Net Down

Net income of the U. S. Playing Card Co. of Cincinnati for the first six months of this year amounted to \$809,274, equal to \$2.10 per share of common stock, after provisions for United States and Canadian income and excess profits taxes. This compares with net earnings for the corresponding period of last year of \$893,947, or \$2.32 a share. Directors voted a dividend of \$1 a share on common stock, payable Sept. 15.

U.S.P. & L. Earnings Reported

Earnings of United States Printing & Lithograph Co. for the first six months of this year, after provisions for federal and state income taxes, amounted to \$388,378, equal to \$1.64 per share of common stock. This compares with net earnings for the like period of last year of \$599,811, or \$1.64 a share.

Directors have declared a dividend of 62½ cents a share on the preference stock, payable Oct. 1, and a dividend of 40 cents a share on common stock, payable Sept. 2.

Book on Illustration

"Practical Handbook on Effective Illustration in Publication Layout," is the title of the first of a series of handbooks, written and compiled by Kenneth B. Butler. The 84-page, 8½ x 11" book is generously illustrated throughout with one example after another of picture handling, line art treatment, and page layouts of all types and styles. It is written as a "sourcebook of ideas," either for the student or the working layout man.

The author, who writes "Tips for the Production Man" in Advertising Age, conducts classes at Northwestern University, and is president of Wayside Press.

The book is priced at \$3,50, and is published by the Butler Typo Design Research Center, Mendota, III.

Folder Announces Move

A four-color folder, mailed to customers and others, last month announced the moving of Huron Press, Inc. to new quarters at 1230 West Jackson Blvd., Chicago. The company produces both offset and letterpress work.

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By pre-selling the buyer on certain products or styles, the printed page helps create the ever-increasing demand for products of the automobile and accessory industries.

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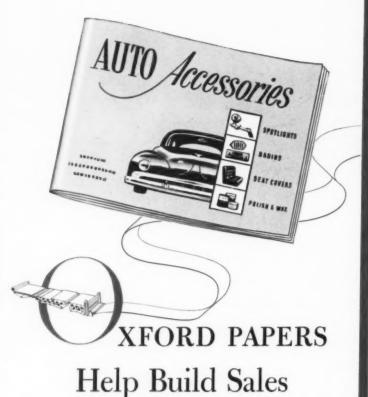


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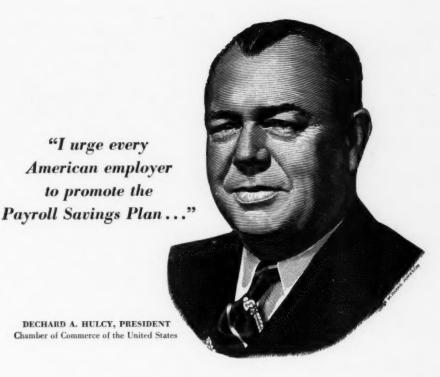
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OXFORD PAPER COMPANY, 230 Park Avenue, New York 17, N. Y.

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"I urge every American employer to promote the Payroll Savings Plan among his employees as a means of building a reservoir of savings."

As President of the Chamber of Commerce of the United States... with literally thousands of contacts throughout industry and commerce... Mr. Hulcy is uniquely qualified to evaluate the Payroll Savings Plan.

As a business man, Mr. Hulcy puts his finger on a most important accomplishment of the Payroll Savings Plan: the enormous reservoir of savings, future purchasing power, built up by systematic saving.

Today, millions of Americans hold Series E Defense Bonds totaling \$34.7 Billion. It will surprise many to learn that this figure is \$4.8 Billion greater than on V.J. Day. And the \$34.7 Billion total of outstanding Defense Bonds is mounting as more and more employers recognize the importance of the Payroll Savings Plan. During 1951 there was a sizable increase in the number of men and women saving through Payroll Saving Plans where they work.

During the calendar year 1951, 45,500,000 \$25 Series E Bonds were purchased — a gain of 17% over the previous year. 12,000,000 \$50 E Bonds were purchased in the same period, 14% over the previous year. \$25 and \$50 denominations are the bonds bought by Payroll Savers.

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You can punch holes for any modern binding right in your own shop at a profit. The Rosback Multiple Punching Machine is fast, accurate, efficient and low in cost. It has the quality, performance and durability for which ROSBACK machines have long been noted. No type or size of hole can stump you because we supply special heads for any required hole. Your initial choice of heads depends upon your needs. Changing heads requires only five minutes. The machine is built in two sizes-for 20" and 36" width sheets.







PUNCHING MACHINE

Standard of the industry for many years, these Rosback Punching Machines are noted for carefully engineered design and rugged construction . . . The "Pony Six" is built in one size only, to punch a 24" width sheet, and can be furnished either for footpower or motor drive . . . The "Special Six", taking a 28" width sheet, is built for motor drive only, Standard equipment of both machines includes two Punch Heads complete with your choice of round hole punches and dies of any of 29 standard sizes up to 36" in diameter. Available as extra equipment are Punch Heads accom-

modating round hole punches of 13 g up to 54", eight standard sizes. Also available for use with these two machines are open hole punch heads for standard open and irregular openings, as well as gang heads for Kalamazoo punching and for other combinations of round hole and open and irregular openings. Another "extra" available is a perforating attachment for either continuous or strike perforating, which can be installed in five minutes.

See your nearest Rosback Dealer; or, write us for detailed information on the "Pony Six" and the "Special Six."

F. P. ROSBACK COMPANY • Benton Harbor, Mich.

WORLD'S LARGEST MANUFACTURERS OF PERFORATORS. GANG STITCHERS AND PAPER PUNCHING MACHINES

Want Calenders Revised

Art works on business office walls will be taking a turn for the better, if members of Sigma Alpha Sigma, national sorority for working girls, have their way, "Down with calendar art showing half dressed models," has been adopted as the slogan of their drive for reform, which seems to have started just as a carload of reproductions of famous Old Masters was placed on display in a Chicago department store. Some "artful" press agent may, of course, be back of this, but anyway it looks like they have a good idea for lithographers to think about. The paintings were reproduced at popular prices from originals in U. S. and European galleries and the sales manager of Turner Mfg. Co., Chicago, who make picture frames, says most of the printing was by the offset process, but in Switzerland.

New Engl. Firms Expand

Expansion through the addition of presses has been announced by several New England lithographing firms. The Courier Citizen Co., Lowell, Mass., has installed a Harris 35 x 45" two-color offset press; Milton Bradley Co., Springfield, Mass., installed a single-color of the same size; and Rapid Service Press; Boston, put in a Harris 17 x 22". Metropolitan Litho & Publishing Co., Everett, Mass., added a Seybold 64"

Wercester Craftsmen Elect

Ronald S. Davis, The Davis Press, Inc., recently was elected president of the Worcester County (Mass.) Club of Printing House Craftsmen. Charles E. Troy, American Optical Co., was named first vice president; and Roy F. Dutcher, Butler-Dearden Paper Service, was elected second vice president.

Frank H. Kreamer Dies

Frank H. Kreamer, 68, who had been sales manager of the Art Gravure Corp., and vice president of the American Lithographic Co., died in New York during July. Death came atter a long illness.

N. Y. Wage Pact

Agreement was reached in New York. August 4 on a new pact between the Metropolitan Lithographers Association and Local 1. Amalgamated Lithographers of America. The contract provides for a wage increase of \$2.85 per week, effective June 1, 1952, except for finishing employees, who received \$1.85. The Cost - of - Living clause was continued. It provides for a \$1 change in wages for each 2-point change in the Cost-of-Living Index. In the case of finishing help the adjustment is 75¢ for each 2 points. The union in this agreement waived the adjustment which would be due for the next 6-point increase in the C.O.L. scale. The \$9 wage increase which became effective during the period of the last contract, based on C.O.L. increases, was made a part of the minimum wage scale in the new agreement. This is in addition to the new increase.

The new contract runs for two years. May 1, 1952 to April 3, 1954. This agreement covers wages only and negotiations are continuing on working conditions.

Recently the union had placed a ban on overtime work and this was lifted August 4.

Report on Labor Negotiations

Agreements with the Amalgamated Lithographers of America in Pittsburgh and Scranton, Pa., were reached late in July. In Pittsburgh, wages were increased 13¢ per hour across the board, and a third week of vacation was granted, effective this year. This third week is allowed after a record of five years of continuous service with one employer. The third week may be taken as actual time off, or paid for before December 31, 1952.

Employers' options, concerning the third vacation week were: 1.) the employee may be required to work the third week of scheduled vacation, which would be paid for in addition to other wages; 2.) be given a third week off by days during slack periods; or, 3.) given third week as a whole at a time selected by employer.

The Pittsburgh contract runs to April 30, 1953

In Scranton, a wage increase across the board of \$2.63 was agreed upon. for all except flyboys who received \$1.50 increase per week. Another increase of \$2.75 per week, effective January 1, 1953, was provided, subject to approval by the Wage Stabilization Board. No changes in vacations nor hours were reported.

Negotiations were continuing in St. Louis and New York at presstime.

In New York, some 10 or 11 plants which are not members of the Metropolitan Lithographers Assn. were dealing directly with the union, in addition to the negotiations being carried on by the MLA for its member plants in the metropolitan area.

Palm Bros. Strike Settled

Following a 37-day strike by Local 8, Amalgamated Lithographers of America, CIO, operations at the Palm Brothers Decaleomania Co. of Cincinnati were resumed late in July. The new contract provides for wage boosts of from \$3 to \$8 and an expanded vacation schedule.

Wm. Gildea, Sr., Dies

William P. Gildea, Sr., 76, retired president of the Falconer Co., Baltimore, lithographing and stationery concern, died July 28 after an illness. Mr. Gildea had been with the company for about 55 years, and had served as its president until about a year ago. The company was founded in 1890.

A son, William P. Gildea, Jr., is now president of the firm. Other survivors include the widow, and a daughter, Mrs. Margaret Pyle of Bronxville, N. Y.

Direct Mail Volume Up

Direct Mail dollar volume during the first half of this year was 9.5 percent above the corresponding period of 1951, the Direct Mail Advertising Assn., New York, reported last month. The figure for this year's first six months was \$576,940,582.

For June, 1952, the volume was \$89,120,702, an increase of 4.5 percent over June, 1951.

Spots on Litho Plates

The underlying cause of certain kinds of rust spots and corrosion pits on zinc and aluminum lithographic plates is reported in the June bulletin issued by the Printing, Packaging and Allied Trades Research Assn., (PA-TRA) of London.

The bulletin states:

From time to time PATRA has received enquiries concerning red rust spots or corrosion pits in lithographic plates made from aluminium or zinc. These defects cause trouble by breaking up the image or by causing scumming.

Examination shows that the trouble is, more often than not, due to the presence of small steel particles in the graining abrasive used. Crushing and sieving the abrasive produces these particles, which may reach the comparatively large proportion of 2 percent, by weight.

One method of detecting their presence is by the use of a magnet. Stirring the abrasive with a magnet will cause the particles of steel to adhere to the magnet poles. As graining abrasives are graded by passing through sieves it is obvious that the size of the steel particles will be the same as that of the abrasive, but whereas the abrasive will tend to break down into smaller fragments during the actual graining operation, the steel fragments do not, and keep their size and may become flattened out in the plate surface. These details are fully described in a new Information Leaflet, issued to members, which also discusses the necessary grades of flint. Steps have been taken to approach manufacturers of graining abrasives, and it is stated that an "iron-free" grade can now be provided.

Desk Binding Kit

A new home and office bookbinding set was announced recently by Tauber Plastics, Inc., 200-Y Hudson Street, New York 13, N. Y. Called the "Tauber Plastic Binding Kit," it is said to enable anyone to bind photo albums, recipes, scrapbooks and reports, "in seconds, and at practically no cost."

The new midget Tauber Plastic Binding Kit consists of a simple hand punch and more than 150 plastic binding tubes, which is enough to bind over 75 books.



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Testing Data for Plustics

Five new Proposed Testing Procedures for evaluating the packaging properties of plastic films are soon to be distributed to members of the Packaging Institute. L. J. Hayhurst, of Kraft Foods Company, Chairman of the sponsoring committee is seeking criticisms of the testing methods. After a year of use of the tests any criticisms will be considered by the committee and, unless a drastic overhaul is required, the revised procedures will be re-issued as Tentative Procedures.

Titles and index numbers of the new tests are as follows:

"Conditioning Films and Foils for Testing," PI Films & Foils Ip-51.

"Testing Folding Endurance of Films and Foils," PI Films & Foils, 2p-51.

"Testing Internal Tearing Resistance of Films and Foils," PI Films & Foils 3p-51.

"Testing Accelerated Aging of Films and Foils," PI Films & Foils 4p-51.

"Testing Blocking of Plastic Films and Sheets," Pl Films & Foils 5p-51.

Additional test procedures will be forthcoming from this committee in the future.

These five test procedures, like all Packaging Institute test procedures are available for purchase at 25 cents each.

Thirty-six other test procedures have been issued in the Paper Series, Printing Series, and Closure Series. Other test procedures are in preparation for testing Adhesives, Food, Shipping Containers, Labels, Parenteral Closures, and Line Performance of Glass Containers.

The Packaging Institute is at 342 Madison Ave., New York 17, N. Y.

RIT Placing Graduates

Approximately 30 percent of the graduates of the Department of Publishing and Printing at the Rochester (N.Y.) Institute of Technology were placed in jobs by the end of June

this year, according to supervisor Byron G. Culver.

In addition to the 30 percent who already had been placed, another 50 percent had job prospects. Some 50 percent of the 50 graduates may also be eligible for service with the Armed Forces.

As in preceding years, it was expected that all seniors who had not been placed in jobs or taken in the Armed Forces by the end of the summer session, August 15, will have been placed within 30 to 60 days after graduation, Mr. Culver said.

YLA Plans October Meeting

The Young Lithographers Assn. of New York plans to open its fall and winter series of monthly meetings on Wednesday, October 8 at the Advertising Club. The program will be announced later on.

William H. Glover, Sweeney Lithograph Co., Belleville, N. J., is president of the YLA.

Photo-Letterer for Maps

A device for placing map lettering directly onto sensitized plates was introduced recently in France, and described in the British trade press. The device, called a "Nomafot" is said to print the lettering in any required position, and at any angle. The machine is described as a photographic pantograph.

The British & Colonial Printer states:

"It consists of two parts, which are connected by a mechanical telescopic gear. The operator stands in front of the first unit, which is operated in daylight: we will call this the 'daylight' part. The other unit is in a darkroom, and we will call this the 'darkroom' part. The daylight unit is the control section, and the darkroom unit is operated automatically from unit 1.

"The wording has first to be composed by type composition, or other suitable method, grouping as many names as required. A negative is then made on a continuous film, the names being arranged and photographed in columns. Film from one of the several available photo-composing machines also can be used.

"The film is introduced into the daylight unit, with the text in suitable sequence. A forwarding device deals individually with each name, and prints down each one separately. Furthermore, an optical system projects each particular name to the desired enlargement, and in the required position, horizontally, vertically or obliquely, on the layout which has been placed on a table at which the operator works.

"The maximum operating area of the Nomafot is 24" x 32".

"A manual control is provided by means of which each name can be positioned accurately. The sensitized zinc plate is supported by another table, situated in the darkroom, under an optical system which has identical motion with the first one, and is under its automatic control.

"The operator has to deal only with the positioning of the lettering on the layout. The mechanical connection between the two parts of the machine is arranged to cover the whole effective printing area, and to the position indicated on the layout. The lettering having been exactly positioned, the operator gives the required exposure, and repeats the operation for each name. It is possible with the machine to print down names as close to each other as desired.

"The lens of the projectors can be inverted, so as to get direct or offset prints. The machine can be used to print wording, or intricate conventional signs or symbols. When the name place is changed each time, 200 words an hour are possible. When the same mapping sign has only to be repeated, the speed may be up to 400 exposures an hour.

"One machine replaces six hand letterers; it requires one operator, one compositor and a photographer who is not employed full time. The saving of time compared with hand lettering is about 60 per cent on lettering and 80 per cent on symbols.

"It is already clear that this is a

useful machine, which substitutes modern photo-mechanical methods for old-fashioned and laborious hand-operation, and the application of which will make the production of some maps more economical."

Former Oxford SM Dies

Nathaniel R. Hopkins, 92, retired sales manager of Oxford Paper Co., New York, died July 21 at his home in Upper Montclair, N. J. Mr. Hopkins had been with the Oxford company for 40 years, and had retired in 1946.

Rumford Press to Britain

The Goss "double five" five-color heat-set letterpress magazine press, used for 18 months to print Reader's Digest at Rumford Press, Concord, N. H., is now operating in Britain on the European edition of that magazine. Hazell, Watson & Viney, Aylesbury, recently placed the press in operation in a new addition to their plant. A team of operators and ink and production men from the British plant spent some time in the U. S. and Canada, studying the press' operation before it was moved across the Atlantic.

Add Two-Color Presses

Empire Litho Co., and Quaker Press Litho Corp., both in New York City, recently added Harris 22 x 34" two-color offset presses to their facil-

Argo Photo Offset Corp., that city, added a Harris 21 x 28" offset press, while the Milton C. Johnson Co., also in New York, put in a 17 x 22".

Union Hill Printing Co., Union City, N. J., also installed a Harris 17 x 22" press.

NAPL Sets Next Year's Dates

The National Assn. of Photo-Lithographers has just announced that its 1953 convention and exhibits will be held in the Sheraton Hotel, Chicago, October 28, 29, 30 and 31.

The NAPL convention in 1952 is planned for November 5-8 at the New Yorker Hotel, New York.

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TRY THEM

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BALDWIN WATER LEVELS, with a simple, automatic, and efficient system, maintain a constant level in the water fountain. They eliminate the continuous need to change settings for more or less moisture. Water control is definitely improved and better color uniformity is the result.

You will have more good sheets and fewer spoiled ones—no dry ups.

The #5 or five gallon unit (shown in photo) is for presses over 22 x 34. A two gallon size is for smaller presses.

Easily installed on any lithc press. Write for prices giving sizes and make of your presses.

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Preparing G. A. Dictionary

Work on a graphic arts dictionary, said to be the most comprehensive work in the field, is progressing, the Printing Industry of America reported to its members last month. Actual publication may be a year and a half to two years away, however, it was said.

The essential features of the dictionary, PIA said, are:

- It's the largest and most comprehensive dictionary of the graphic arts ever compiled — including 15,-000 definitions.
- 2. It covers every process of the graphic arts, including letterpress printing, lithography, gravure, silk screen, photoengraving, electrotyping, art and photography, ink, paper manufacturing, copy preparation, editing, bookbinding, pamphlet binding and finishing, presswork, and many others.
- 3. It includes terms of interest to everyone engaged in the buying, selling, or production of all graphic arts services and products in the newspaper, magazine, and book publishing fields, advertising agency work, and every other field in which printed material is purchased and used.
- 4. It was compiled over a period of five years of intensive work with the aid of prominent authorities and foremost experts in their respective fields and more than 21 of the leading institutions, technical groups, and associations in the graphic arts.
- 5. It is attractively and functionally printed and designed for instantaneous reference so that the user has at his finger tips every word used in advertising, printing, and publishing.

Colortype Div. Elects

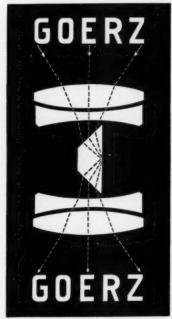
The election of Bertram A. Gabriel, formerly vice president of Samuel Gabriel Sons & Co., New York, as president to succeed Arthur Gabriel, president since 1920, was announced July 28. Arthur Gabriel becomes chairman of the board of the American Colortype Company, parent concern.

Bertram Gabriel Jr. has been elected vice president in charge of operations of the company, one of the oldest and largest makers of pre-school type games and puzzles and publishers of children's picture books. He is the third generation of his family to be active in the management of the Gabriel Company. He joined this division of American Colortype in 1939 and worked in all its departments.

Samuel Gabriel, founder, began selling children's books in 1892. He incorporated Samuel Gabriel Sons & Co. in 1910 in partnership with his sons, Bertram and Arthur. The company was acquired by American Colortype in 1931.

Arthur N. Dickerson Dies

Arthur N. Dickerson, for more than 20 years a salesman with Rapid Roller Co., Chicago, died July 21 in his Chicago home. Before joining Rapid Roller he had been a New York city policeman.



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(Pat. HUEBNER)

Easily mounted on any camera, it supersedes all other image reversers, right angle cameras, stripping films and delayed action operations.

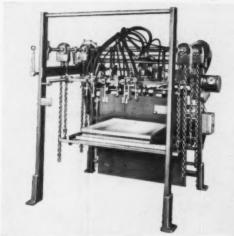
The image passing through this lens comes out straight on the face of the negative – sharp and without distortion. Color separation images register exactly.

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Dexter Continuous Reloading Metal Sheet Feeding



means Fewer Stops, More Uniform Quality, and Increased Production!

The Dexter Metal Sheet Feeder automatically feeds sheets to press, coater, slitter or other machine. It handles stock from 38 to 24 gauge, 36 x 44" to 14 x 16", loads up to 6,000 lbs. • The feeder automatically separates and picks up metal sheets from pile and advances them to registering or feeding-in point . Reloading mechanism eliminates need of stops to reload . Should two sheets adhere, reject mechanism diverts them to reject tray without stopping machine or slowing down production • Fewer stops and less tripping make for work of more uniform quality . There is no marking or scratching of sheets . Stock may be trucked into feeder by either electric or hand lift trucks or by means of floor load conveyors . Feeders can be supplied to handle up to 16 gauge, 48 x 144" and 30,000 lb. load • Write for literature

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NYU Repeats Litho Course

The Washington Square Branch of New York University has scheduled its evening course, "Lithographic Sales & Production," to start September 25th for 15 sessions, 6:00 to 8:00 P.M., each Thursday through January 22nd. The instructor is H. C. Latimer of the Lithographers National Assn. Under his direction for the third year, the course is designed for those in the graphic arts who want specific information on the use, advantages and applications of the offset printing process, with emphasis on its use for advertising production. Men from both buying and producing organizations have taken the course in previous years. Enrollment starts September 1st with forms available from N.Y.U.'s Div. of General Education, 3 Washington Square N., New York, N. Y.

Dunlap Elects Officers

Dunlap Printing Co., Philadelphia, has announced the election of Edward A. Chasteney, Jr., as president. He succeeds Joseph Dunlap who became chairman of the board. Carl A. Schaubel, was named vice president in charge of production, and Kenneth W. Dunkel, was elected secretary.

Plan Financial Conference

A two day conference for financial executives of printing and lithographing companies has been announced for September 8 and 9 at the Waldorf-Astoria, New York. It will be sponsored by the Printing Industry of America, and will be under the direction of Harold R. Long, secretary-treasurer of Kable Printing Co., Mt. Morris, Ill.

This will be the second in a series of management conferences sponsored by the PIA committee on business controls. The first was held for sales executives in June in Chicago.

Philo Renews Long Lease

L. H. Philo Corp., New York lithographing concern, late in July completed a long term lease on their present floors at 460 W. 34 St., which involves an aggregate rental of about \$750,000. The company, which is 70

years old, has just completed installation of an air conditioning system in the pressroom. Thomas S. Doyle, Jr., is president of the company.

Philo sales this year are running some 20 percent ahead of last year, according to an announcement by John Clarke, vice president.

PIA Plans "Town Hall"

The "Town Hall technique" of audience participation and open discussion is to feature the annual convention this fall of the Printing Industry of America. The PIA convention is to be held October 13-16, at the Chase Hotel, St. Louis.

N. Y. Firm Incorporated

Charter of incorporation has been granted to Practical Offset Service, Inc., engravers, printers, stationers, publishers, listing capital stock of \$100,000. (Isidore Katz, 134 South Fourth street, Brooklyn, N. Y.; Ann Richman, 330 Eighth avenue, New York City; and John Tesoriero, 5 Laird Place, Cliffside Park, N. J.)



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LITHO CLUB

"Tony" Capello Retires

"Tony" Capello, Philadelphia, immediate past president of the National Assn. of Litho Clubs, has just announced his retirement as plant manager, Jos. Hoover & Sons Co., that city. He had been with the Hoover firm 30 years. He plans to live in Florida and Long Island. (Complete story, page 71.)

N. Y. Plans Masking Panel

A panel discussion on photographic masking, supplementing a successful one held some months ago, is planned by the Litho Club of New York to get its fall program under way. Angelo Pustorino, Daniel Murphy & Co., vice president and program chairman, said that the moderator will be William Falconer, Eastman Kodak Co., who is organizing the panel. The meeting is to be Wednesday, September 24 at the Building Trades Club.

Another panel on "What's New in Platemaking" is scheduled for the October meeting, Mr. Pustorino said, with W. Harvey Glover, Sweeney Litho Co., as moderator. In November, a discussion of color matching will be conducted by Vincent Subenski, Superior Printing Ink Co.

Cincinnati Holds Picnic

Several hundred persons, including members, their families and friends, were expected at the all-day picnic of the Cincinnati Litho Club on August 9 at Kolping's Grove, to enjoy a program of games, athletic contests and dancing in the evening. The picnic committee included Thomas I. Lacker, Advance Decalcomania Co., advisor; Rogert A. Schrage, Standard Publishing Co., chairman; Frank Geers, Cincinnati Lithographing Co., Inc., and Budford Payne and Russell G. Smith, Tri-State Offset Co.

President Richard Fischer has announced the following committee to

arrange for the club's annual Christmas dance: Jack Loos, Offset Plate Graining Co., advisor; Norman Thye, Palm Brothers Decalcomania Co., chairman; Clifford Schropper, Progress Lithographing Co.; Dale Beeth, U. S. Printing and Lithograph Co., and Ralph Eckert, Nielsen Lithographing Co.

Twin City in Summer Meetings

The Twin City Litho Club held its June meeting at the Covered Wagon in Minneapolis and heard a talk by Joe Jiloty of the Eastman Kodak Co. on latest screen and color developments.

A meeting was to be held in St. Paul on July 24 at the Turf Club, with Kenneth Johnson, of the Brown & Bigelow Rotogravure Department, as speaker.

Balto, Holds Crab Feast

The annual summer crab feast of the Litho Club of Baltimore was to be held August 9 at Hasslinger's Restaurant. A varied menu of seafoods was featured, and cards and other pastimes were scheduled.

The club is to resume its regular monthly meetings on September 15, the third Monday of the month, Arch Scott, club president, reported. It will be at the Stafford Hotel.

Conn. Outing is Aug. 23

The annual outing and clambake of the Connecticut Valley Litho Club is to be held Saturday, August 23. As in most of the recent years, it will be held at Turner Park, Longmeadow. Mass.

Most Clubs on Vacation

Most of the Litho Clubs across the nation are on vacation during the summer months, except for outings and picnics. Most of them resume regular monthly meetings in Septem-

LITHO CLUB GUIDE

BALTIMORE

T. King Smith, Secy. 5720 Leith Walk Baltimore 12, Md.

BOSTON

Domenic Bonanno. 33 Newbern Ave. Medford, Mass

CHICAGO

James Ludford. Secy. 216 N. Clinton St. Chicago 6, HI.

CINCINNATI

Wm. E. Staudt, Jr. Young & Klein, Inc. 5137 Vine St. Cincinnati 17.

CLEVELAND

Henry Huefner, Jr.
Photo Litho Plate Co.
113 St. Clair Ave. N. E.

CONNECTICUT VALLEY

C. J. Vandermark, Secy. Vandermark Co. 133 Laurei St.

E. D. Malone. Secy. Southwest Printing Co. Dalas, Tex.

DAYTON

Edward Bode, Secy 504 Marjorie Ave. Dayton 4, Ohio

DETROIT Norman J. Miller Federal Lithograph Co. 858 W. Fort St., Detroit 26

MILWAUKEE Steven F. Karabensh, Sety. 2421 N. 45 St. Milwaukee 10. Wis. Meets 4th Tuesday at the Miller inn.

NEW YORK Hammond Sullivan, Secy. 1065 Lorraine Ave. Union, N. J. Meets 4th Wednesday, Building Trade Club

Gladys L. Rehrs 404 Omaha Nati, Bank Bldg.

ONTARIO

Robert Elgie, Secy. R. G. McLean Co., Ltd. Toronto, Ont.

PHILADELPHIA Joseph Winterburg, Secy 622 Race Street, Philadelphia 6.

Meets 4th Monday, Poor Richard Club Dave Riddell, president Montreal Litho. Co., Montreal, Canada

ROCHESTER

Carl Bigger. Sec'y. Rochester Offset Plate Corp. 89 Allen St., Rochester.

ST. I.OUIS
Raymond Benz, Secy.
Haltenberg Press, Inc.
114 N. 7th St.

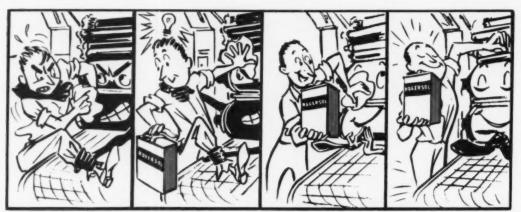
TWIN CITY

Marold Smith, Secy. Moute 2 Wayzata, Minn.

WASHINGTON

Fred J. Diegelmann, Secy. PO Box 952. Benj. Franklin Sta. Washington, O. C. Meets 4th Tuesday.

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Detroit Plans Ladies' Night

The September meeting of the Detroit Litho Club will be held in the form of a Ladies' Night dinner-dance, the club has announced. Details of the event will be announced locally.

At that time it was expected that committees will be announced for the 1953 convention of the National Association of Litho Clubs, which will be held in Detroit, May 8 and 9 at the Statler Hotel. Dick Manley, ATF, is general chairman, and cochairmen are Ben King of Siggins & King, and Joe Masura, Masura Offset Co.

Donnelley Shifts Top Officers

Directors of R. R. Donnelley & Sons Co., Chicago, last month elected Gen. Chas. C. Haffner, Jr., chairman of the board and appointed him chief executive officer. He succeeds Thomas E. Donnelley, who was named honorary chairman. Herbert P. Zimmerman, chairman of the executive committee, was elected vice chairman of the board. Gaylord Donnelley, executive vice president, was advanced to Gen. Haffner's former post of president and Oliver R. Sperry was moved from vice president to executive vice president.

Add Finishing Room

A new finishing room has just been built by the Whale Safety Paper Co., Waupaca, Wisconsin to keep pace with increased demand for the firm's products.

Sheet Count Saver

The counting of small items such as labels, poster stamps, etc., is both time consuming and inaccurate when done by hand. If the pressman will insert a full size press sheet of a different color paper from the job being run after every 500 sheets off the press, it will enable whoever cuts the paper to cut or die stamp the job so that every small section cut out of the press sheet will be exactly 500 pieces.—From a recent bulletin of the Natl. Assn. of Photo-Lithographers.

Honor Swart on 80th Year

George R. Swart, graphic arts machinery dealer, and president of Swart-Reichel, Inc., lithographic trade plant, New York, was honored August 2 on the occasion of his 80th birthday, which was July 29. W. Harvey Glover, president of Sweeney Lithograph Co., was host to Mr. Swart, and industry friends, on August 2 at his summer home, Four-Views, Locust, N. J.

Mr. Swart, has been in the graphic

arts field for 64 years, having begun in Chicago in 1888 with Montague & Fuller, machinery firm (now E. C. Fuller Co.). In 1896 Mr. Swart went to New York, and was with Dexter Folder Co. for many years until 1919 at which time he was vice president and general manager. He went into the machinery business for himself in 1919, and this business is continuing at the present time. He also has owned Swart-Reichel, Inc., for the past 15 years.

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EQUIPMENT SUPPLIES, SERVICES, BULLETINS

Harris Issues Calendar

Harris-Seybold Company's July-to-June Calendar has recently been distributed to several thousand graphic arts and business firms throughout the world. For the 13th year, a lithographic reproduction in full color has been made of an original oil painting by the New England artist, T. M. Cleland. This year's subject. "Romance," is the fourth and final picture of a series interpreting contemporary American life. In it Cleland has made lavish use of the brilliant colors - yellows, golds, reds, and blues - characteristic of our American autumn.

The 1952-53 mid-year calendar was produced by the Brown and Bigelow Company of St. Paul, Minnesota on a two-color Harris 42x58" offset press. Fifty percent rag-content ivory stock was used for the calendar, which measures approximately 27" x 31".

A limited number of the calendars is still available, as are lithographed prints of the Cleland painting, the Harris company said. The prints are prepared for framing. A copy of the calendar or the painting may be obtained by writing the Harris-Seybold Company, Cleveland 5, Ohio.

New Handco Wash-up

A. E. Handschy Co. of Chicago, manufacturers of inks and other lithographic supplies, has just announced the development of a new one washup solution planned to simplify press cleaning and keep down-time at a minimum. The new product, Handco Speedi Press Kleen, removes caked ink and other residue from press rollers in one operation—permitting immediate change-over from dark to light inks without bleed-in, the company announcement states. In addi-

tion to bringing the cleaning process from 3 or 4 wash-ups down to one, Press Kleen eliminates the need for an opaque white coat on the rollers between colors, it is claimed. Ingredients are included in the solution to condition the rollers and preserve their gesilience.

Bulletin on pH Control

Beckman Instruments, Inc., South Pasadena, Calif., has just issued a bulletin (Data File 96-86) on pH control, which the company says will be of interest to lithographers. The bulletin describes in detail both portable and installed types of pH meters, and also provides information on the various types of electrodes available for use in making pH measurements.

The company's product Desicote, a water repellent for glass surfaces, is a useful aid in facilitating pH control in lithography, an announcement states.

A copy of Data File 96-98 is offered on request.

Offers Plastic Sinks

Plastank sinks, made of molded plastic-bonded wood, are being marketed by Franklin M. Morgan, Inc., factory sales representatives, 303 W. 42 St., New York 36, N. Y. The sinks are for use in photographic processing. An illustrated specification bulletin is available from the company.

Issue Folder on Agitator

A folder just distributed by Roberts and Porter, Chicago, describes and illustrates the Baldwin ink fountain agitator. The agitator is manufactured by the Wm. Gegenheimer Co. of New York. Its purpose is to improve ink distribution on offset and letterpress presses.

Booklet on Color Process

A method for producing 4-color plates, claimed as "new, speedy, and economical" is being introduced to the trade by the Craftint Manufacturing Company, in a booklet on the Craftint Multicolor process. The new booklet describes the process for producing 4-color plates for newspaper, letterpress, offset, and silk screen printing. The booklet includes reproductions of a typical Multicolor job, in progressive proof form. It is available without charge to advertisers, and graphic arts companies. The Craftint Company is at 1615 Collamer Ave., Cleveland 10, Ohio.

The Multicolor process is already being used extensively in many metropolitan newspapers (for advertising, features, and editorials), in children's books, comics and sales literature, according to the company. Latest use of Multicolor is in the field of silk screening.

Mead Issues Brochure

A brochure, titled "Paper and People," and featuring broad photographic treatment of the many uses of paper as well as scenes of its manufacture has just been issued by The Mead Sales Co., Dayton, Ohio. Hubert S. Foster, of the Mead company, describes the brochure as "long on pictures and short on text," and points out that the photographic work was done by William Vandivert, former Life photographer.

The 9 x 12" volume contains 28 pages and covers, and is printed throughout in two colors. In the back is a sampling of 15 different papers including several offset stocks, arranged to show the diversification of the company's production.

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Photons to be Tested

William F. Garth, Jr., president, Photon, Inc., Cambridge, Mass., has just announced that first 10 Higonnet - Moyroud Photographic Type Composing Machines developed by the Graphic Arts Research Foundation, are scheduled to enter field testing the latter part of August. The testing will be conducted in cooperation with a number of the member firms of the Graphic Arts Research Foundation, Inc., before these machines go on the market.

No purchase price has been established as yet for these units, although it is highly likely, says Mr. Garth, that these machines will be leased rather than sold outright. The purpose of leasing is twofold. First, the next five to ten years should see major improvements in various components of the machine, and "we will want to replace either whole machines or units thereof."

Second, "we believe that the ownership and maintenance of these machines should be with us at least during the introductory period."

Offers Gluing, Gumming Devices

Several gluing and gumming machines, made in Germany, are now being offered to the U. S. trade by Frederick C. Kramer, 4707 Malden, Chicago 40, Ill. Products include the Plana rotary gummer, the Plana-Flexibu machine for flexible book gluing, and the Planatoler, a hand gumming device for applying adhesives in uniform stripes.

New Office Copying Device

Photo-exact, finished copies of any office record can now be made in less than a minute without developing, washing, fixing or drying, according to an announcement by Remington Rand, Inc. Copyfix, is the name of the device which makes positive copies of any record, regardless of type or color, from originals up to 14" wide in any length.

The device is said to take not much more space than dictating equipment, and operates after being plugged into any electrical outlet. No darkroom is needed. The record to be copied is placed face to face with a sheet of Copyfix negative paper on the printer and is exposed. Next, the exposed negative paper is placed with a sheet of positive Copyfix paper in the machine. In about ten seconds, the two sheets will emerge from the rear slot of the machine. They are peeled apart and a positive copy is ready for use. Further information is available from Remington Rand Business Equipment Centers or from Remington Rand,

Inc., 315 Fourth Avenue, New York, N. Y.

Mohawk Issues Samples

Samples of offset lithography on various shades and weights of Mohawk Halfmoon vellum stock are shown in a portfolio distributed last month by Mohawk Paper Mills, Cohoes, N. Y. An etching is reproduced on white stock and six colors. All reproductions use the same color ink, a brown.



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Offers Funnels, Reflector Aid

Bulletins describing two new products now being offered in the lithographic trade have just been issued by nuArc Co., Inc., 824 S. Western Ave., Chicago 12. One bulletin describes an aluminum finish prepared for arc lamp reflectors, called "Reflecto-Spray." Applied every few weeks, the finish protects the lamp and provides the correct reflecting surface to eliminate hot spots, the bulletin states.

Another bulletin describes Nuglass funnels, made of polyester resins and Fiberglass. They are virtually unbreakable, easy to clean, aicid-proof, light, and have other features, the information states.

Copies of the bulletins are available from the nuArc Co.

Northwest Samples Paper

Northwest Paper Co., Cloquet, Minn., has just distributed another edition of "Northwest News", its sample portfolio of paper stocks currently being made at the Northwest mill. The portfolio contains samples of offset stocks, bonds, and envelope stocks, among others. The cover features a full color lithographed reproduction showing the Northwest Mountie in a western scene, such as the firm uses in its magazine insert advertising.

Issues pH Charts

A pH chart in color, graphically showing acidity control as related to lithographic presswork, has been distributed by the Lithographic Technical Foundation. The chart was designed by S. T. Leigh & Co. Pty., Ltd., an LTF member in Australia. The company furnished separation negatives to the Foundation, and from these, the chart was reproduced on heavy stock by the New York Trade School as an educational project. It was then distributed to LTF members. LTF also distributed copies of its 28th annual report.

Catalog on Lettering Device

The Varigraph Company, Inc., Madison, Wis. has announced the distribution of a new catalog displaying an enlarged selection of standard type faces for the Varigraph lettering instrument. The Varigraph is a lettering device which works with templets. Lettering can be made to fit the job as the Varigraph works from standard sized templets but can be adjusted to change the dimensions of the letter being produced. A two-way control alters either height or width or both in any letter and more than 600 different sizes and shapes of each letter can be made from each style templet.

The new catalog now illustrates 113 different templet styles available and nearly every well-known type family is represented. It is available from Varigraph Company, Inc., Madison 1, Wis.

Offers Offset Fluorescent Ink

Daylight fluorescent inks for offset and letterpress printing were claimed last month in an announcement folder of The Inco Co., 2372 W. 7th St., Cleveland 13, Ohio.



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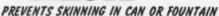
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New Craftint Products

Craftint Mfg. Co., Cleveland, is now offering a complete line of brushes for artists and sign writers. A complete line of 23 separate styles and types of brushes is included. These include red sable, camel hair and bristle brushes,

Craftint also announced a new shading medium, Craf-Tone, which is said to achieve shaded effects quickly, as line work. It comes in a wide variety of patterns, processed onto adhesive - backed, thin - gauge, matt acetate. The artist merely cuts a shading pattern, places it in the desired areas on the artwork, and makes his reproduction. The Craf-Tone is then removed, leaving the original artwork intact.

Craf-Tone is available in 10"x14" sheets, in 42 standard (black) and 42 reverse (white) patterns.

A pattern chart and samples of Craf-Tone are available from the company. Further information may be obtained from the Craftint Mfg. Company, 1615 Collamer Avenue, Cleveland 10, Ohio.

New Willoughby Catalog

Willoughbys Camera Store, New York, recently published a catalogprice list of equipment and assessories for the Graphic Arts field. Listings include paper, chemicals, film, plates, process lenses, sinks, trays, books, and many other photographic needs. Copies are available from the Graphic Arts Department, Willoughbys Camera Store, 110 W. 32nd St. New York 1, N. Y.

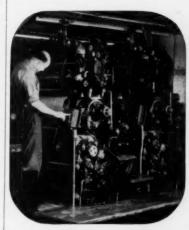
Desk Model Photo Typesetter

A new desk model photo typesetting device, for display type, has just been announced by the Halber Corp., 4151 Montrose Ave., Chicago 41. The device said to be no larger than a portable typewriter, is claimed to produce composition from 18 to 144 points in size, and fonts are available in popular type faces. It operates by means of photo contact prints "sharper than any etch proofs." The device is said to be simple to operate, and produces photo proofs with speed.

Precise spacing, allowances for different widths of letters, kerning, and other features of good typography, are claimed as features. The announcement states that the machine is precision built, portable, and all working parts are completely enclosed. It is to be ready for distribution in September.

Announces Fast-Set Ink

"Lighnin' Set" offset ink, in black and process colors, is being offered by McCutcheon Bros. & Quality, 2653 N. Reese St., Philadelphia. The ink sets "almost instantly" on virtually any kind of stock, according to an ink can label which the company included with a promotion letter.



ASK . . . the Men who Run the Presses

They'll tell you that for complete accurate control nothing can equal Cline-Westinghouse Equipment... that it is rugged, reliable and dependable and simple to operate without any complicated control circuits.

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Here is fingertip control for presses of all kinds . : . letterpress, roto, offset . . . as well as for all other machines used in a modern commercial plant.

With Cline drives and controls the pressman touches his finger to a button on the push button station and the press responds instantly and unfailingly... starting, stopping, accelerating or decreasing speed, inching along or reversing.

40 years of "know how" in designing and manufacturing everything electrical for the printing industry has made Cline equipment outstanding.



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When hard drying is essential, use MIDWAY-SCRATCH DRYER to assure thorough drying, and to make it possible for you to back up forms in the shortest possible time. The following features make MIDWAY the number one dryer choice for lithographers:

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We are basic producers of the ingredients, and through control of the raw material can offer a completely uniform finished dryer.

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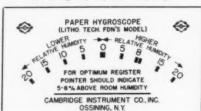
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Send for Bulletins

Data sheets available on both the Cambridge Paper Hygroscope and the Cambridge Printer's Moisture Indicator

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PIONEER MANUFACTURERS OF PRECISION INSTRUMENTS

Course Covers Gravure

Elmer G. Stacy, specialist in rotogravure, this summer joined the faculty of West Virginia Institute of Technology for the post graduate course leading to the degree of Master of Science in Printing. Rotogravure's part in the 12-week course was held July 21-25.

Mr. Stacy, who is eastern sales manager of the Klingrose Gravure Division of American Type Founders, has had thirty years of practical experience in printing. He has spent the last two decades in the gravure field, and has covered every phase of it from building and operating presses to engraving cylinders. He is a specialist in estimating and cost finding.

West Virginia Tech has a complete printing school, which is, however, on the university rather than the trade school level. It offers a four year course in printing and publishing for which it awards a Bachelor of Science degree.

SALES MANAGEMENT

(Continued from Page 49)

markets and hit them hard with copy that sells your company, your products, and your services. But don't send out a single mailing and then give up because results aren't immediately forthcoming. In promotion, as in advertising, good copy alone is not enough. You must have impact, yes, but you must also have continuity and follow-up as well.

Selling aids. Most managements recognize the importance of having the proper facilities and equipment to do a good production job. All too few, however, appreciate the necessity for similarly equipping the salesman with selling tools. The most important tools, of course, are what he carries around in his mind. In addition he should have tangible sales helps, such as visual aids, product samples, possibly slide films and other devices that will assist him to dramatize and sell your products. The importance accorded sales aids by many firms is demonstrated by the large

amounts of such work you do in your own pressrooms,

Customer service. Repeat business is the key to success in all lines of industry. No company can survive on a series of new customers alone. In the first place, it is extremely costly: and in the second place, you eventually run out of new prospects. A portfolio of satisfied customers is the greatest single asset you can have. For your own selfish interests, as well as the moral responsibilities involved, service your product and see that the customer receives the benefits he paid for. Your interest in his needs will be amply repaid by his continuing interest in you.

(Part 2, the conclusion, will be published next month. It will cover imagination in planning, directing the sales effort and in merchandising through advertising and sales promotion.—Editor.)

EDUCATION MEETING

(Continued from Page 45)

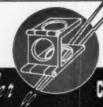
The program provided also for an afternoon and evening of recreation

and movies at the Blackhawk Country Club, an entertainment program for the ladies, and plant visits. The Madison printing industry cooperated by furnishing a courtesy luncheon at one of the famous eating places of the city and a buffet luncheon at one of the printing plants.

The annual banquet, held at the Lorraine Hotel July 1, was the high spot of the conference. The main speakers were Professor Fayette Elwell, dean, School of Commerce, University of Wisconsin, and Arthur A. Wetzel, president, Printing Industry of America, Inc., and president of Wetzel Brothers, Milwaukee. John E. TePoorten, coordinator, Occupational Extension, State of Wisconsin, was the toastmaster. Among the special features was the announcement of the winners of the 1951-52 essay and certificate design contests, sponsored jointly by Interchemical Corporation, Printing Ink Division,



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and the IGAEA, by O. C. Holland, advertising and sales promotion director of IPI. In this connection, Mr. Holland made the first announcement of a contribution of \$3,000 to the Education Council of the Graphic Arts Industry, as a memorial to George L. Welp, of that company, who died during the year, and who was one of the organizers of the contests which have been carried on successfully in junior and senior high schools in the United States and Canada during the past 16 years. A special presentation in the form of a printed citation was given to James McKinney, chairman of the Board of Trustees of the American School and the American Technical Society, Chicago, in recognition of his outstanding leadership in the field of Industrial Education during the past year. The presentation, in behalf of I.G.A.E.A., was made by John R. Backus, Manager of the Department of Education, American Type Founders. Inc.

CAPTIVE PLANTS

(Continued from Page 42)

portant thing is the relative cost of production, not the amortization of equipment.

One captive plant, under extremely conservative control, refused to make needed changes even after engineers had informed the company that much of its equipment was obsolete. The company continued to operate the plant without change because the equipment was not fully amortized and was still in good mechanical condition. This company paid a penalty in the cost of its printing. When a decision was made to test commercial prices versus captive plant costs, the plant obviously could not compete. 9. The alleged versatility of printing equipment.

Machines which are versatile are often slow and inefficient when compared with the one best machine for producing a printing job. As more specialized machines come on the market it makes little sense to rely on versatile machines or to build a plant around such machines. As a

result, the general purpose captive plants are gradually falling by the wayside.

Tag machines and envelope printing presses turn out their products at a small fraction of the production costs of conventional equipment. It was an eye opener to one company owning a captive plant when it discovered that it could buy fully imprinted envelopes from an envelope house at substantially less than the cost of the blanks its plant was purchasing. An envelope machine can turn out 10,000 or more envelopes an hour. Obviously, the captive plant didn't need an envelope machine, but that was no reason for not taking advantage of its existence through purchasing. The company lost confidence in both its plant and its purchasing set-up.

10. The purchase of printing supplies.

Many captive plants have been unable to buy paper, ink and other supplies as advantageously as commercial plants. These supplies often account for 35% or more of the cost of printed products.

Because they bought in smaller quantities, they did not obtain quantity discounts. They tended to concentrate their purchases from a few sources, not usually the same sources which get the bulk of the commercial business. The paper house selling small sheets in relatively small quantities for use on duplicating machines obviously must get a higher price. 11. Inadequate cost accounting.

In many cases, captive plant cost records did not cover elements which are considered of critical importance to commercial plants.

If realistic rates are not set up for depreciation and obsolescence; if maintenance and repairs are not analyzed, and purchasing, personnel. clerical, accounting and administrative work not charged at full cost, a favorable picture may be shown. But it is a false picture. Many times in captive plants, services performed for the plant by other departments were not charged to the plant. When the costs of these services were uncovered, the picture became unattractive.



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Closing date: 25th of preceding month.

Help Wanted:

CALIFORNIA RESORT TOWN SEMI-WEEKLY plans offset conversion. Good opportunity for experienced offset technician to manage substantial operation. Must also handle camera and stripping. Send full qualifications and salary required to Box 60, c/o Modern Lithography.

PRODUCTION SUPERVISOR. Must have well rounded practical lithographic experience as well as executive ability. Large San Francisco Bay area lithographers. Reply in detail 1st letter to Box 61, c/o Modern Lithography.

STRIPPER: Highly skilled and experienced, for west coast, San Francisco area lithographing plant. Apply giving experience and qualifications in first letter to Box 62, c/o Modern Lithography.

DOT ETCHERS: poster artists. Steady employment. McCandlish Lithograph Corp., Roberts Ave. & Stokley St., Philadelphia 29 Pa

OFFSET STRIPPER: Highly experienced in 2, 3, 4 color work in rapidly expanding plate plant. Day or night position available. Phone or write, stating your qualification, past experience, previous connections, family status and salary, Northern Engravers, Inc., 411 Holden Avenue, Saginaw, Michigan. Phone 2-0110.

ESTIMATOR WANTED: Experienced estimator for large combination letterpress and offset plant located in north central Ohio. Send us a complete summary of your past experience. All inquiries held confidential. Write Box 63, Modern Lithography.

PRESSMAN-LITHO OFFSET; required for modern midwest lithographic plant. Must have knowledge of operation of large Harris multi-color presses. New building completely air conditioned and humidified. Unlimited opportunity for qualified individual. Address Box 64. c/o Modern Lithography.

Paul W. Dorst

Lithographic Consultant

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SERVICEMAN-ERECTOR: Top company has opening for skilled printing press serviceman-erector to install and service lithographic presses. Requires traveling. Good opportunity for good conscientious man. Give full experience and personal particulars. Address Box 66, c/o Modern Lithography.

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MIEHLE PRESSMEN AND OPER-ATORS, also combination man for camera, stripping and platemaking departments. Excellent opportunity. New York area. Color experience. New plant. Address Box 68, c/o Modern Lithography.

Situations Wanted:

PRESSMAN: Two years offset press training in technical school. Knowledge of platemaking and layout. Desires presswork in middle Atlantic states. Married, Navy veteran. Confident and capable. Reference furnished. Address Box 69, c/o Modern Lithography.

VETERAN, offset printing school graduate, desires trainee position in any phase of lithography, platemaking preferred. Salary secondary. Address Box 70, c/o Modern Lithography.

LETTERING ARTIST, banknote and commercial styles. Retouch, layout, line, wash drawing. Working knowledge of camera. Young, ambitious, punctual, excellent references. Married. Desires advancement opportunities. State Salary. Address Box 71, c/o Modern Lihography.

TALENT, EXPERIENCE AND REPUTATION available to supply or equipment firm. Technical specialist with practical production experience and years of successful selling and demonstrating desires position as top-level sales and technical representative. Address Box 72, c/o Modern Lithography.

OFFSET CAMERAMAN, experienced line, halftone and color register work. All phases of platemaking and stripping. Also thoroughly experienced in school annual work, but not a specialty. Will relocate. Address Box 73, c/o Modern Lithography.

Miscellaneous

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WANTED—Harris offset press Model EL 22 x 34 Cam Fed, pile delivery. Universal Printing & Lithograph Co., 1850 Beverly Blvd., Los Angeles 4.

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This gage has been designed in accordance with L.T.F. specifications to overcome this handicap by making precision measurement of blankets possible. With it you can check blankets received from makers and suppliers for uniformity. Sometimes these variations occur between areas of the same blanket or blankets of the same make. It is to your interest to determine these variations before wasting time on "make ready". You can roll up the blanket within the gage and so measure any desired area. Ask your dealer for complete information about this new blanket thickness gage, or write FEDERAL PRODUCTS CORP., 1278 Eddy Street, Providence 1, Rhode Island.



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FOR SALE: Whirler complete with variable speed control air circulator, heating units and water arm for 22x34" press plates, \$445.00; 22x29" press plates, \$375.00: 17x22" plates, \$315.00. Singer Engineering Co., 248 Mulberry St., N.Y.C.

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FOR SALE: One 31" circular 133 line halftone screen with holder. Perfect condition Address Box 74, c/o Modern Lithography.

FOR SALE: Complete metal decorating line including 1-26x34" Hoe press, 1-100 ft. Young Brothers oven 1-9"x36" Rutherford coating machine in tandam. Can be seen in operation. Address Box 75, c/o Modern Lithography.

FOR SALE: 32 x 44 Fuchs & Lang and 28 x 32 Fuchs & Lang proving presses; 32" Rutherford darkroom camera, all metal with 24" Goerz Artar Lens—F11, all steel 18' stand, 1 pair plate rails, 1 pair steel 18" stand, 1 pair plate rails, 1 pair stay flat backs with extra bellows extension; 26½ x 40" glass covered copy holder; 36" x 48" copy board; 42" x 62" copy board; 54" x 73" vacuum printing frame (cabinet elevating type) with new blanket; 28" x 38" Model 4 ATF vacuum printing frame; 28" x 34" Model 4 ATF whirler, both in perfect condition and guaranteed. Bill Gordon, Addressing Machine & Enuipment Co. 326 Readway. chine & Equipment Co., 326 Broadway, N.Y.C. 7, HA 2-6700.

FOR SALE: Practically new Consolidated 31" and slightly used 24" Precision color cameras. Also ATF 24" used process camera. Will deliver and guarantee operating condition. Lenses and arc lamps optional. Sussin Corp., Camera Mfgrs, 640 W. 65th St., Chicago 211,

FOR SALE: Seybold 64" Paper Cutter-Model 10Z in execellent condition. American Graphic-Arts Machy. Co. Inc. 36 Plaza St., Brooklyn 17, N. Y. Ulster 7-2941

FOR SALE: One Harris litho press, 17 x 22 LTG, #546. Also one Harris Litho press 17 x 22 LSB, #290. Both fully equipped with AC three-phase 220 volt motors, extra rollers and wash-up cleaners. Both presses operating and must be moved approximately November 1 to make space for larger machines. Address Box No. 76, c/o Modern Lithography.

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Ink Institute Appoints

Ernest Gamble, Jr. has been appointed assistant director of the National Printing Ink Research Institute at Lehigh University, Bethlehem, Pennsylvania. A graduate of Lehigh in 1942, Mr. Gamble has been a graduate assistant with the institute since its founding in 1946. He received his master's degree the next year and is now studying for his doctorate.



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Worth 4-1370

Finds Estimating Error

A recent bulletin of the Nation I Assn. of Photo-Lithographers contained some facts and figures on estimating, and costs, and mark-ups which will be of interest to small shop managers. The information fel-

Recently we visited a small member's plant for whom we had worked up Budgeted Hourly Rates. We noted in the process of our study that his overall percentage profits as to sales were abnormally low. Here is the way he figured.

JOB COST	
Material labor and	
burden cost	\$1000.00
Markup 15%	150.00
	\$1150.00
Actually here is how	
it worked out: -	
Billed price to	
customer	\$1150.00
Less: Cash discount	
allowed 2%	23.00
	\$1127.00
Paid: Salesman 10%	
on selling price	115.00
	\$1012.00
Less: Material, labor	
and burden cost	1000.00
Actual profit to house	\$12.00 or 1.04%
on selling price Less: Material, labor and burden cost	\$1012.00 1000.00

The salesman was m king almost ten times as much as the hou e with none of the business risks to which a firm is always subjected.

We gave our member the following formula which he could use in arriving at a selling price:

- (1) Let 100% = selling price
- (2) Deduct from 100% the sum of the percentage deductions from the sellng price
- (3) Divide the total deductions from the selling price by the answer found in (2)

(4) Answer in (3) when multiplied by the Material, Labor and Burden Cost will equal the Sales Price of the lob.

When he applied the above formula to his figures and by inserting a house profit desired of 15% on the selling price his calculation came up as fol-

(1) 100% = selling price

Selling Price

- (2) 100% (2%+10%+15%)=73% (3) 27% ÷ 73% = 36.9863%
- (4) 36.9863% x \$1000.00 = \$1369.86 PROOF:

\$1369.86

200 for Cash	27.40
	\$1342.46
10% to Salesman	136.99
	\$1205.47
15% to House	205.47
M.L. & B. Cost	\$1000.00
MARKU	P TABLE
	Markup Percentage
From Selling Price	on Cost
11%	12.3595%
12	13,6364
13	14.9425
14	16.2791
15	17.6470
16	19.0476
17	20.4819

21.9512 19 23.4568 25. 26.5823 21 28,2051 23 29.8701 24 31.5789 33.3333 25 35.1351 26

36,9863

Add Equipment in Penna.

Several lithographing firms in Pennsylvania recently added equipment to their facilities, Harris-Seybold Co., announced in July. Seiler Printing Co., Mount Joy, Pa., put in a 21 x 28" offset press; Penn Lithographing Co., Philadelphia, added a 22 x 34"; and Geyer Printing Co., Pittsburgh, installed a 21 x 28".

Eureka Specialty Printing Co., Scranton, added a Seybold 34" cutter.

TECHNICAL BRIEFS

(Continued from Page 53)

sults may come through the aesthetic approach.. It's a challenge which should appeal to the Graphic Arts.

*Electrostatic Reproduction. U.S. Patent 2,584,695. Paul J. Good. Chemical Abstracts 46, No. 9, May 10, 1952, Column 3884. An apparatus is described which will produce reproductions of images onto sheet material in black and white or full color, without the use of a photochem. process. In practice a beam of light is projected on the original which is scanned as it moves past a lens system and photocell. The photovoltaic currents are amplified and fed into an electrode in contact with the reproduction sheet which is moved in synchronism with the original. e from a spray nozzle directed at the side of the reproduction sheet directly op-posite the electrode will variously be attracted to or repelled from the sheet, depending on the charge induced in the electrode, and thus produce an image. By using several filtered photocells, each controlling atomizers contg. dyes of the appropriate hues, fully colored prints may be obtained.

Transparent Proofing. Ernest F. Trotter. Printing Magazine 76, No. 1, January, 1952, Pages 54-6 and 76 (4 pages). Continuing research of the ITCA group approves the GPO report on trans-parent proofing but favors Lumarith (0.002" thick) over Ethocel.

Ferromagnetography - High-Speed Printing With Shaped Magnetic Fields. T. M. Berry and J. P. Hanna. General Electric Review 55, No. 4, July, 1952, Pages 20-2 and 61 (4 pages). A brief description of Ferromagnetography—a process of printing by forming magnetic images-in a thin sheet of permanent magnetic material, and then making the images visible by dusting with tiny ferromagnetic particles.*

AUTHORIZED SALES & SERVICE

HALLEY Gravure and Aniline rotary presses, web fed HALLEY Gang Numbering machines with perforating attachments HALLEY power paper joggers VANDERCOOK proof presses ROSBACK bindery machinery CHALLENGE Machinery Co. products

Used & Rebuilt Harris Presses, Seybold paper cutters, Miehles, etc.

TYPE & PRESS OF ILLINOIS, INC.

3312 North Ravenswood CHICAGO (13)



TOLEDO LITHOGRAIN AND PLATE COMPANY 315 SHEPARD ST. . PHONE, GARFIELD 3578 . TOLEDO 2, O

Trade Events

American Photoengravers Assn., annual convention and exhibit, Drake Hotel, Chicago, Oct. 6-8.

Direct Mail Advertising Assn., annual conference, Shoreham Hotel, Washington, Oct. 8-10.

Printing Industry of America, annual convention, Chase Hotel, St. Louis. October 13-16.

National Metal Decorators Assn., annual meeting. Shamrock Hotel. Houston. Tex., Oct. 27-30.

National Assn. of Photo-Lithographers, annual convention and exhibits, New Yorker Hotel, New York, Nov. 5-8.

National Assn. of Litho Clubs, annual convention, May 8 and 9, 1953, Statler Hotel. Detroit.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, III. CINCINNATI—Ohio Mechanics Institute, Cincinnati.

Ohio.

LOS ANGELES—Los Angeles Junior College, 1636

S. Oliver St., Los Angeles J5, Calif.

S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818

Wayzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

BEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y. OKLAHOMA—Okiahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

Graphic Arts Dept., Useningee, Oria.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 8, N. Y.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

SAN FRANCISCO—City College of San Francisco. Ocan and Phelan Aves., Graphic Arts Department. 57. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griewold, Exec. Dir.
131 East 39 St., New York 16, N. Y.
131 East 39 St., New York 16, N. Y.
National Association of Photo-Lithographers
Walter E Soderstrom, Exec. Sec'y.
317 West 45 St., New York 19, N. Y.
Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave. New York 17, N. Y.
National Asson. of Litho Clubs
Joseph H. Winterburg, Secy.
622 Race St. Phila. G. Pa.
Printing Industry of America
James R. Brackett, Gem. Mgr.
719 15th St., N. W., Washington 5. D. C.
International Asson. of Printing Mouse Craftsmen
P. E. Oldt. Exec. Sec'y.
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7 HE graphic arts industry needs more glamor, it says here. The industry has only itself to blame for not glamorizing its career opportunities and thus failing to attract qualified personnel into the industry, said Arthur A. Wetzel, president of the PIA and president of Wetzel Brothers, Milwaukee, at the 27th annual conference on printing education of the International Graphic Arts Education Association in Madison, Wis., last month.

In spite of high wages in the graphic arts industry, the better type of today's youth is being attracted into such fields as electronics, aviation, plastics, nuclear fission, and other newer fields, Mr. Wetzel said.

"The blame can be placed right at our door for not sufficiently glamorizing our industry and the opportunities it offers for interesting, rewarding careers. I submit that the modern graphic arts industry, with its many applications of the newer sciences, offers as many attractions to youth as any of the newer industries."

Mr. Wetzel said he believed the situation would be corrected by the Orientation Manuals which are being planned by the new Education Council of the Graphic Arts Industry.

Milford Hamlin of American Type Founders' Chicago office was one of thirty industrial arts experts who served on the jury to select winners in the Ford Motor Co.'s 1952 industrial arts awards contest. From the 5,100 entries some 1462 were winnowed out to receive awards valued at \$45,000 in this nation-wide contest.

Miehle Printing Press & Mfg. Co., Chicago, received an "Honorable Mention" award in the National annual "Topper" contest whose results were announced at their recent Chicago convention. The contest gives recognition to outstanding industrial advertisements appearing in the preceding year and the Miehle award was made in a category of ads selected as showing results for "Increasing Share of Existing Markets."

Willard Gleason, chief chemist, Forbes Lithograph Mfg. Co., Chelsea, Mass., is lining himself up for some chautauqua lecture engagements. His subject is lithography and he shows samples of the various phases that make up lithography.

Luther M. Child, Jr., offset plant manager, Cuneo Press of New England, Cambridge, Mass., is able to be up and around and in the swim these hot New England days, with his broken leg back in shape. A skiing accident during some of the last snow in the Boston area laid him up for a while.

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